PLAY METER Magazine

VALLEY
LEOPARD
WINNER
President Bush's "E" Award – 1990 for Export Excellence
E
AMOA Award
Most Played Pool Table for Eight
Ye
VALLEY
COUGAR DARTS

[redacted]

Leagu Operator's Salvation

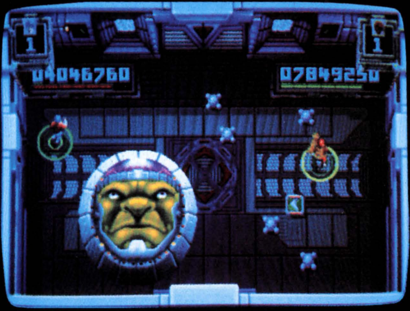
VOLUME 16, No. 9 FOR THE COIN-OP ENTERTAINMENT INDUSTRY August 1990

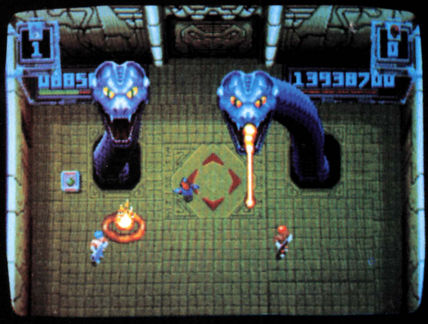
Williams®

SMASH T.V.™

PLAY FOR KEEPS WITH A SMASH HIT!

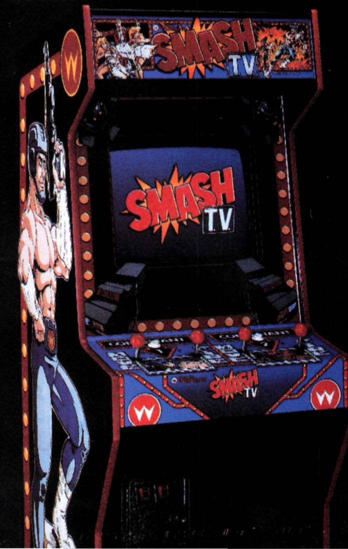
The year is 1999. The setting is a futuristic game show that is dominating the ratings where contestants compete not just for cash and prizes—but also for their survival—before a live studio audience! Each contestant is armed with an arsenal of high-tech weapons and power-up devices ranging from grenades and lasers to smart bombs and force fields. Their challenge is to enter enclosed arenas to do battle with legions of drones, mutants and, ultimately, the most powerful boss monsters known to man, ***including Mutoid Man and Scarface.***



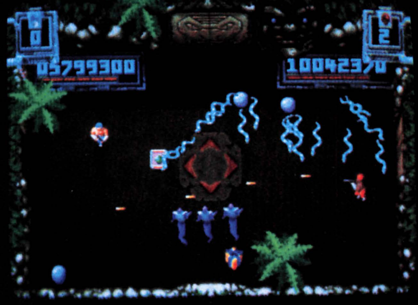


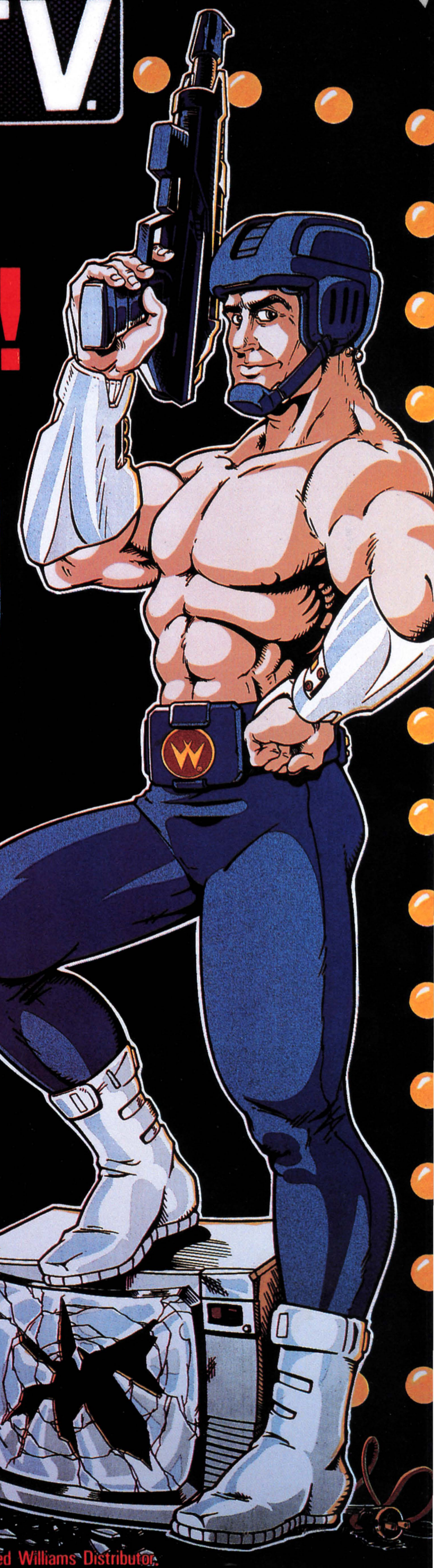
SMASH TV . . . the new smash hit from the wizards of Williams.

SMASH TV is available in a 25″ monitor.



Only **SMASH TV** delivers such a sensational storyline and the type of innovative technology today's players are looking for. In fact, **SMASH TV** has more of everything! There's more enemies on-screen at a single time, more firepower, a full 32-bit hardware system, greater sound fidelity, more speech than ever before in a video game and built-in averaging for more customized levels of play and improved, long-term earnings strength. Diagnostically, **SMASH TV** is a cut above with in-depth, easy-to-utilize bookkeeping functions and more operator adjustable settings than ever before, including violence controls depending upon location needs.





Williams®
ELECTRONICS GAMES, INC.
3401 N. California Avenue
Chicago, IL 60618
(312) 267-2240, Telex 253095
Fax (312) 267-8435

NOTICE: "SMASH TV" is a trademark of Williams Electronics Games, Inc. © 1990, WILLIAMS ELECTRONICS GAMES, INC. Patents pending. Contact your local authorized Williams Distributor.

EQUIPMENT POLL BALLOT

Please rate the games on a scale of 1-10, with 10 for superior earnings. Space is allowed for write-in entries. Games available first as dedicated, then as kit, appear under kits.

VIDEO DEDICATED:

____ AfterBurner (Sega)
____ Alien Storm (Sega)
____ Battle Shark (Taito)
____ Beast Busters (SNK)
____ Big Run (Jaleco)
____ Chase H.Q. (Taito)
____ Crime Fighters (Konami)
____ Cyberball (Atari)
____ Final Lap (Atari)
____ Four Trax (Atari)
____ Galaxy Force (Sega)
____ G-LOC (Sega)
____ Hard Drivin' (Atari)
____ Line of Fire (Sega)
____ Mechanized Attack (SNK)
____ Mercs (Capcom)
____ NARC (Williams)
____ Operation Thunderbolt (Taito)
____ Operation Wolf (Taito)
____ OutRun (Sega)
____ Quarterback (Leland)
____ Robo Cop (Data East)
____ S.C.I. (Taito)
____ Search & Rescue (SNK)
____ Slick Shot (Grand Products)
____ Smash TV (Williams)
____ S.T.U.N. Runner (Atari)
____ Super Hang On (Sega)
____ Super Monaco GP (Sega)
____ Super Off Road (Leland)
____ Team Quarterback (Leland)
____ TMNT (Konami)
____ W.G.P. (Taito)

OTHER VIDEO DEDICATED:

____ ______________________________ (____________________)

VIDEO KITS:

____ Air Duel (Irem)
____ Air Buster (Sharp Image)
____ Aliens (Konami)
____ All American Football (Leland)
____ American Horseshoes (Taito)
____ Ameri Darts (Ameri Corp.)
____ Arch Rivals (Bally/Midway)
____ Badlands (Atari)
____ Ballarena (Chevalier)
____ Baseball Stars (SNK)
____ Block Out (American Technos)
____ Bloxeed (Sega)
____ Buster Bros. (Capcom)
____ Bottom of the 9th (Konami)
____ Cabal (Fabtek)
____ Cadash (Taito)
____ Cal. 50 (Romstar)
____ Capcom Bowling (Capcom)
____ Championship Sprint (Atari)
____ Champion Wrestler (Taito)
____ Columns (Sega)
____ Combatribes (American Technos)
____ Crime City (Taito)
____ Cyberball 2072 (Atari)
____ D J Boy (American Sammy)
____ Dragon Breed (Irem)
____ E.S.W.A.T. (Sega)
____ Final Blow (Romstar)
____ Final Fight (Capcom)
____ Fire Shark (Romstar)
____ Gang Wars (SNK)
____ Golden Axe (Sega)
____ Golden Tee Golf (Strata)
____ Hydra (Atari)
____ Klax (Atari)
____ Lightning Fighter (Konami)
____ Magician Lord (SNK)
____ Meta Fox (I-VICS)
____ Midnight Resistance (Data East)
____ M.V.P. (Sega)
____ NAM-1975 (SNK)
____ Nastar Warrior (Taito)
____ Ninja Gaiden (Tecmo)
____ Pound for Pound (Irem)
____ Rai Den (Fabtek)
____ Rambo III (Romstar)
____ R-Type II (Irem)
____ Road Blaster (Atari)
____ Shadow Dancer (Sega)
____ Shinobi (Sega)
____ Skull & Crossbones (Atari)
____ Snow Bros. (Romstar)
____ Sports Match (Fabtek)
____ Street Smart (SNK)
____ Strider (Capcom)
____ Super Mario 3 (Nintendo)
____ Super Pool III (I-VICS)
____ Tecmo World Cup '90 (Tecmo)
____ Tetris (Atari)
____ Thunder Fox (Taito)
____ Thunderjaws (Atari)
____ Toki (Fabtek)
____ Top Landing (Taito)
____ Top Player's Golf (SNK)
____ Turbo OutRun (Sega)
____ Track-Pak (Leland)
____ Tri-Sports (Bally/Midway)
____ Two Crude (Data East)
____ U.N. Squadron (Capcom)
____ U.S. Classic (Taito)
____ Vapor Trail (Data East)
____ Violent Fight (Taito)
____ Volleyball (Data East)
____ Wheel of Fortune (GameTek)
____ Willow (Capcom)
____ WWF Super Stars (Amer. Technos)

OTHER VIDEO KITS:

____ ______________________________ (____________________)

PINBALL:

____ Back to the Future (Data East)
____ Bad Cats (Williams)
____ Bally Game Show (Bally/Midway)
____ Banzai Run (Williams)
____ Black Knight 2000 (Williams)
____ Cyclone (Williams)

____ Earthshaker (Williams)
____ Elvira (Bally/Midway)
____ High Speed (Williams)
____ Jokerz! (Williams)
____ Lights-Camera-Action! (Premier)
____ Mon. Night Football (Data East)
____ Mousin' Around (Bally/Midway)
____ Phantom of the Opera (Data East)
____ Pinbot (Williams)
____ Police Force (Williams)
____ Pool Sharks (Bally/Midway)
____ Robo Cop (Data East)
____ Rollergames (Williams)
____ Silver Slugger (Premier)
____ Taxi (Williams)
____ Vegas (Premier)
____ Whirlwind (Williams)

OTHER PINBALL:

____ ________________________________ (____________________)

REDEMPTION

CRANES: (All types: single, double, triple, jumbo)

Rating	Game	Manufacturer	Rating	Game	Manufacturer

ROTARIES:

NOVELTY: (Examples: Skee-Ball, Boom Ball, Roll Down, Whac-A-Mole, etc.)

JUNIOR BASKETBALL:

STANDARD SIZE BASKETBALL:

MONEY PUSHERS: (Single player and multi-player units)

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
First Class Permit No. 954 New Orleans, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER MAGAZINE
PO Box 24170
New Orleans LA 70184-9988

NEWS BULLETIN

► **BUNDRAS LEAVE AMERI CORPORATION...** On July 9, brothers Frank and Joe Bundra resigned their positions with Ameri Corporation. According to a joint statement, "This includes positions as officers, board of directors, representatives, and all day-to-day activities." No reason was given for their departure.

The Bundras will, however, continue to represent product from Bromley Inc. through their company, Prism Products. The phone number is (708) 705-5991; the FAX is (708) 705-8095. (Note: A "News Feature" on Bromley's *Rock-N-Bowl* that appears on pg. 62 of this issue lists phone and FAX numbers that have since changed. The ones mentioned above are correct and should be used to contact the Bundras about Bromley product.)

► **AAMA MEETS WITH CONGRESSMEN...**AAMA representatives conducted 34 congressional follow-up meetings in Washington, D.C., on June 25-27 to lobby for passage of dollar coin legislation. The members—Gil Pollock, Frank Ballouz, Rick Currie, Steve Koenigsberg, Bill Rickett, Al Stone, and Rus Strahan—also attended a Coin Coalition planning session and had dinner with Rep. Richard Lehman, an important supporter of the legislation.

Lehman, chairman of the House Consumer Affairs and Coinage Subcommittee, said that he intends to hold more hearings on the dollar coin issue this fall. They will possibly take place in Seattle and Chicago.

Also in attendance at the Lehman dinner were Jim Rost, president of the National Automated Merchandising Association (NAMA); Tom McMahon, director of NAMA; Jim Benfield, executive director of the Coin Coalition; and Rowdy Yeates of Rep. Jim Kolbe's office.

► **NEW PRODUCT FROM WILLIAMS, MIDWAY...** Keep an eye out for the latest releases from Williams Electronics and Midway Manufacturing, manufacturers of Bally/Midway Amusement Games.

Williams' *Diner* is a pin set in the 1950s. Players must serve five customers their food orders to light the "Dine Time" jackpot. For every customer served, players collect up to five percent of their score at the end of each ball.

Hey dudes, the really cool world of skateboarding takes center stage in Midway's *Radical*. There are numerous ramps and a new up-down, self-adjusting diverter that automatically guides the ball to different scoring areas.

Also new from Midway is *Pigskin 621 A.D.*, a video game from the same team that designed *Arch Rivals* and *Rampage*. The setting is the Dark Ages; two teams composed of rugged barbarians go head-to-head in "the scrimmage of the century." There are two levels of play and a 49-way joystick to control the action.

Look for more complete descriptions of these games in the September issue.

► **REINERT DEPARTS ROWE...**Michael Reinert has left Rowe International after a five-and-a-half year stint there. On Aug. 13, he will join the entertainment law firm of Mayer, Katz, Baker & Liebowitz.

At press time, it was still uncertain who would assume Reinert's varied duties. Rowe music vice president Joel Friedman may take over his marketing and promotion roles. We'll have all of the official news in the September issue.

► **BETSON NAMED...**Crompton Machine Co. Ltd. of England has appointed Betson Enterprises its exclusive U.S. distributor. Betson has been a Crompton distributor for six years, but it was not an exclusive arrangement.

Crompton has been at the forefront of the coin pusher market since its first machine in 1963, *Penny Falls*. Current Crompton product includes one-player pushers *Klondike* and *Rock N' Roll*, the multi-player *Riviera*, and the new six-player, hexagon-shaped *New Wave*.

Betson maintains a complete Crompton parts inventory and a service department fully versed on all Crompton product. For information on Crompton equipment, call Betson at (800) 524-2343 (in New Jersey, (201) 440-2200).

► **EDISON BROTHERS MOVES OFFICES...**Edison Brothers Mall Entertainment, a division of Edison Brothers Stores Inc., has decided to consolidate its offices in Fairfax, Va., and Philadelphia, Pa., into the divisional headquarters in St. Louis—the site of its corporate home office.

Those employees who will be transferring will be relocating during August and September.

► **HALF CENTURY CLUB MAKING PLANS...**The Half Century Club would like to plan something fun for the AMOA show in New Orleans, perhaps dinner at a nice restaurant or live jazz at Preservation Hall. But they cannot do so until they know how many members would attend such an outing.

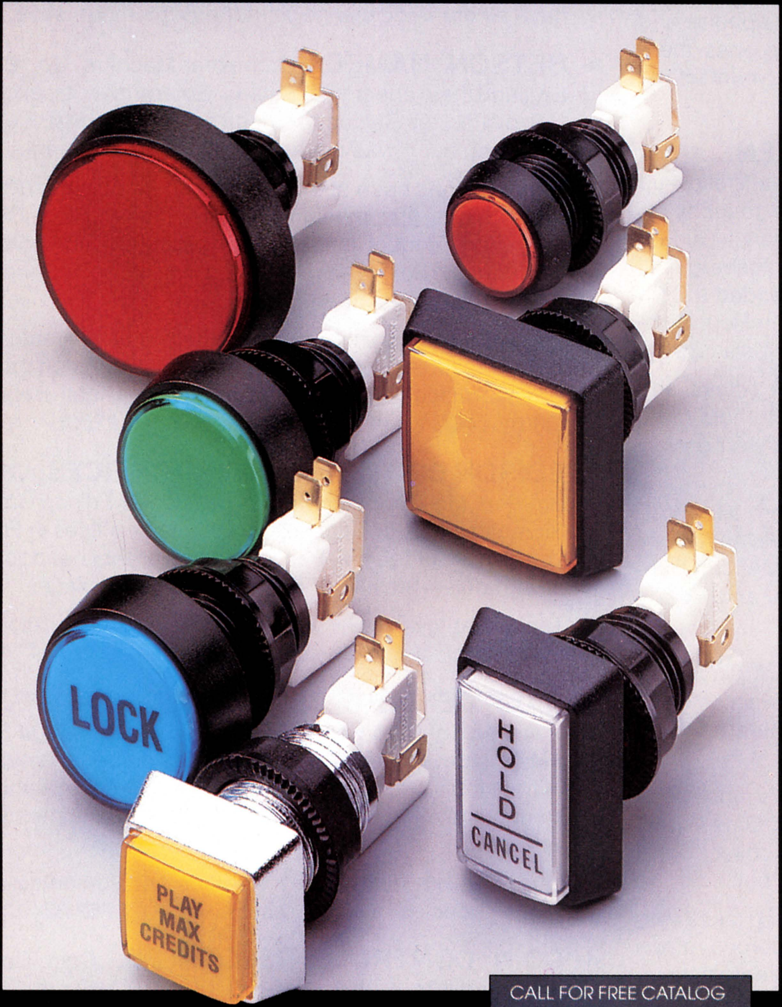
Interested 50-year industry veterans should contact Steve Kordek soon. He can be reached at (312) 267-2240.

► **COIN CONTROLS RELOCATES...**Coin Controls has moved to a new address. It's 1850 Howard St., Elk Grove Village, IL 60007. The telephone numbers are (708) 228-1810 and (800) 323-8174; the FAX is (708) 228-1833.

► **IT'S A GIRL...**Congratulations to Bob Harzer, national sales manager for SMS Manufacturing Corp., and his wife Judy, who gave birth to daughter Christina Harzer on July 21. She weighed in at 6 pounds, 12 ounces.

PLAY METER MAGAZINE, August 1990, Volume 16, No. 9. Copyright 1990 by Skybird Publishing Company. PLAY METER MAGAZINE (ISSN 1048-8243)(UPS 358-350) is published monthly, except for the two issues in January. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. Box 24970, New Orleans, LA 70184, USA. Phone: 504/488-7003; FAX 504/488-7083. For subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER MAGAZINE buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 24970, New Orleans, LA 70184.

HAPP ILLUMINATED PUSHBUTTONS



ILLUMINATED PUSHBUTTONS from HAPP are available in a large variety of standard and custom colors, sizes and shapes. Modular construction fits wood or metal control panels. Special legend lettering designs are available.

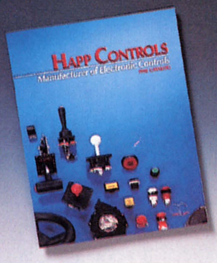
PLUS HAPP standard and custom:

- Joystick Controls
- Driving Controls
- Coin/Currency Controls
- Trackball Controls
- Power Controls
- Pushbutton Controls . . . illuminated and non-illuminated

HAPP promises the finest quality, competitive pricing and fast delivery.

Call or write for FREE HAPP CONTROLS catalog.

CALL FOR FREE CATALOG



HAPP CONTROLS, inc.
Manufacturers of Electronic Controls
106 Garlisch • Elk Grove, IL 60007
Phone (708) 593-6130
FAX: (708) 593-6137 • TELEX: 297249 CONTROLS UR

PLAY METER MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

NEWS EDITOR
Christopher Caire

ART DIRECTOR
Jane Z. Nisbet

PRODUCTION ASSISTANT
Mary Henderson

CONTRIBUTING WRITERS
Irving Blackman
Charles Ross
Frank Seninsky

TECHNICAL WRITERS
Randy Fromm
Mark Gavett

EUROPEAN CORRESPONDENT
David Snook

ADMINISTRATIVE ASSISTANT
Rene'e C. Pierson

DIRECTOR OF ADVERTISING
Ron Kogos

CLASSIFIED ADVERTISING
Carol Lea LeBell

CIRCULATION MANAGER
Rene'e C. Pierson

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003
FAX: (504) 488-7083

GO HOG WILD WITH

DINE LIKE A SWINE!

PIG OUT™

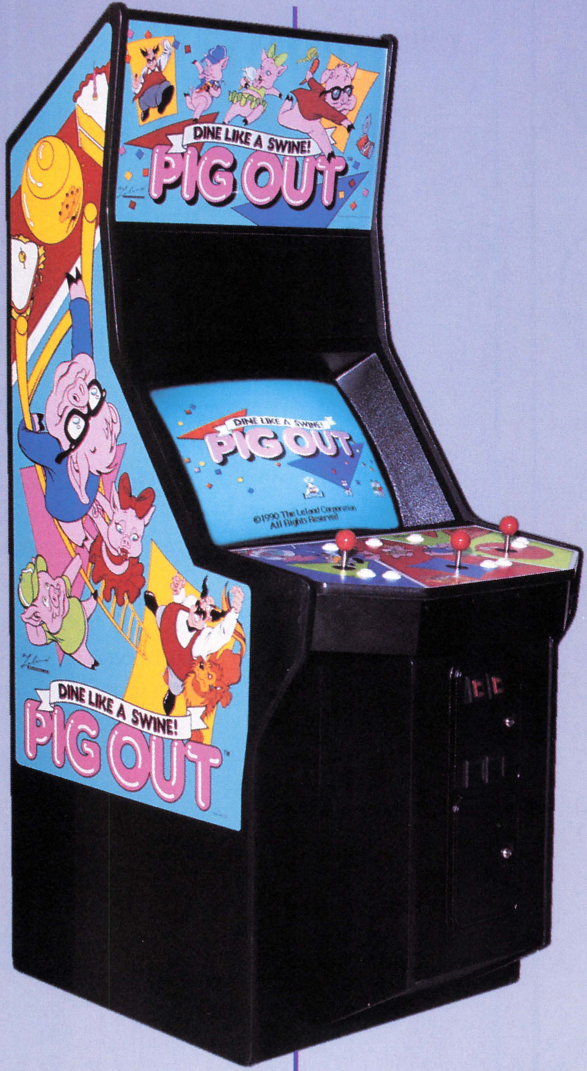
It's Porker Pandemonium!

Cast no pearls before these swine. Because from the moment they break loose from Al's Butcher Shop, these rampaging rooters will have players glued to their controls as they gobble their way to ham hock happiness!

Porcine Fun For Everyone!

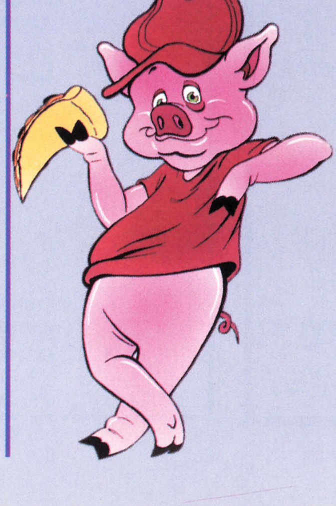
Through food warehouses and giant freezers, meatball factories and hotel corridors, this prodigious pack of porkers runs amuck against scrolling backdrops of the city in their action-packed search for fattening goodies to wolf down.

And speaking of wolves, watch out! Because they're lurking everywhere . . . behind fire hydrants and crates and unlocked doors . . . just waiting for the chance to pounce. As if being pursued by Al the Butcher wasn't enough, one false step and it's pork chops!



PIG OUT!™ Brings Home The Bacon!

Fun for players of all ages, **PIG OUT!™** lets you choose your favorite porker: Josie, Scooter or Floyd. Then, it's a wild swine stampede through an unsuspecting city as you try to stuff your snout with as many goodies as you can grab. The Calorie Gallery awaits a master muncher!



Up to three players can share the fun by joining in at any point in the action. A hog-sized 25-inch high resolution monitor dazzles you with colorful graphics . . . accompanied by "big pig" sound effects. **PIG OUT!™** is available in a rugged, dedicated cabinet designed to withstand even the most ham-fisted crowd!

PIG OUT!™ High calorie fun that'll really fatten up your cashbox!

The Leland
CORPORATION
1841 Friendship Drive
El Cajon, California 92020
619 562-7000

© 1990 The Leland Corporation. All rights reserved. PIG OUT!™ is a trademark of The Leland Corporation.

TOKENS

SUN CITY WEST RECREATION CENTERS
TAMPA ZOO ARCADE NO CASH VALUE
PINBALL PALACE
LOWRY PARK FUN CENTER
King Pin NO CASH VALUE
MORE FUN ZOUNDS! FOR YOUR MONEY

Call or write for complete information

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON, KY 40555
(606) 231-7100

SPECIAL NOTICE

Purchase your used equipment from:

NEW ORLEANS NOVELTY CO.

- *In business for 50 years!*
- International reputation for selling the finest used videos, flippers & amusement games available anywhere.
- Each and every game beautifully refinished like new by experts. All games authentic. Legal factory models.
- Get on our mailing list for our latest price bulletins or call Celie for latest prices.

3030 No. Arnoult Road
Metairie, LA 70002

(504) 888-3500
FAX (504) 888-3506

TABLE OF CONTENTS

PLAY METER Magazine

Volume 16, No. 9 August 1990

FEATURES

League and Tournament Section 40

If you have reservations about joining the ranks of avid dart and pool league promoters, our special 10-page section will answer all those lingering questions and provide needed step-by-step advice. It's a matter of commitment; all the tools are there.

Coinwoman: Mary Lavine 54

Lavine, president of Bullseye Inc., is a trail blazer in the field of dart and pool leagues. One of the first to see the potential in her area, Mary has built a league powerhouse. She is quick to point out that time and dedication are required to make a successful program.

Latin American Expo M-1

AAMA members had an opportunity to exhibit their latest games in Mexico City at the recent Latin American Amusements, Music, and Video Game Expo. Although a border neighbor to the United States, the coin-op market in Mexico is entirely different.

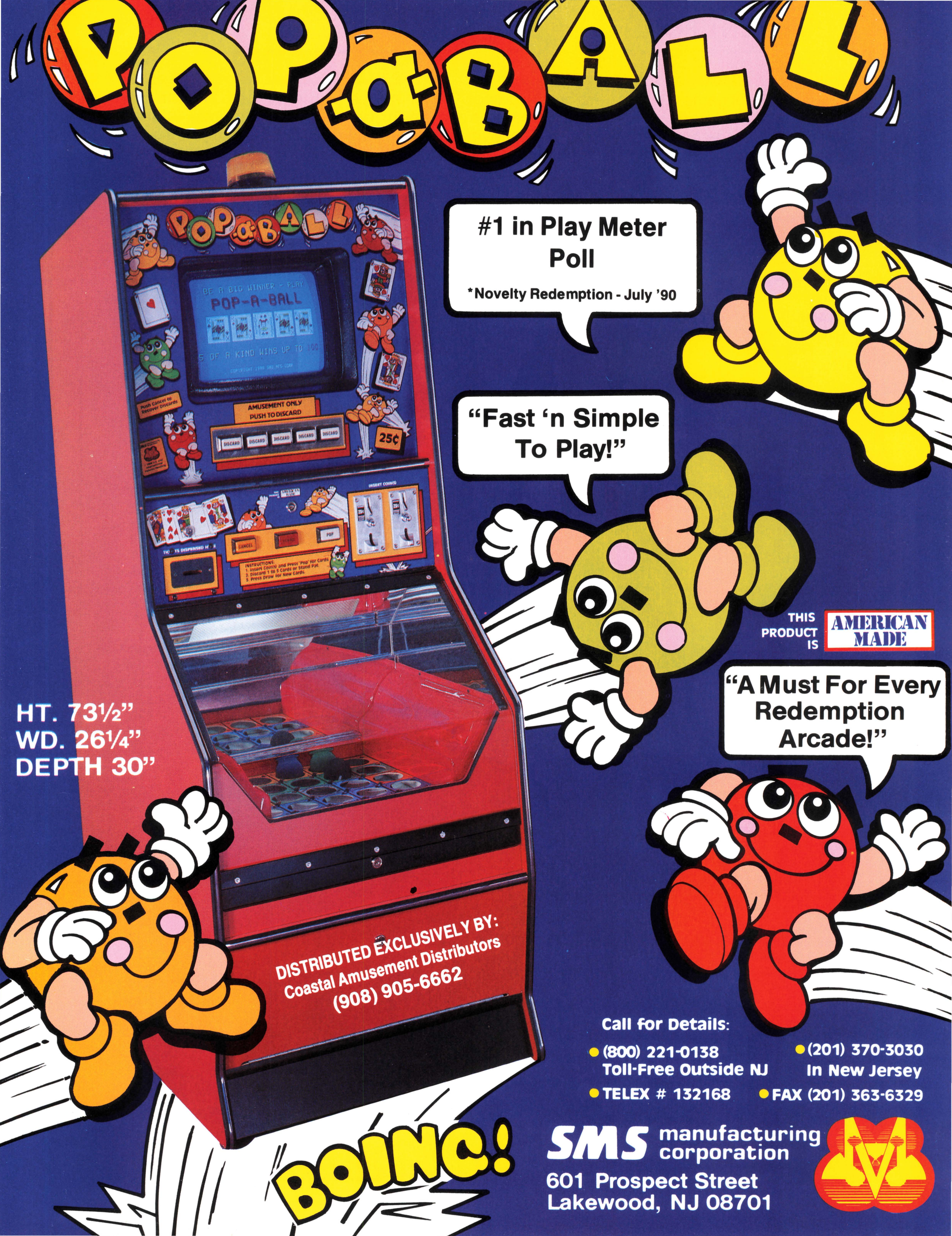
DEPARTMENTS

News Bulletin	3
Equipment Poll	8
From the Editor	10
News	12
Letters	22
Up Front	24
Cover Story	26
International News-1	30
International News-2	36
Ask the Operator	52
State Update	60
News Feature	62
Distributor Meeting	64
Company Profile	66
State Show-WAMO	70
State Show-Northeast Regional	76
State Show-CMIA	78
Tournaments & Leagues	80
Management	90
Reader's Response	94
Ten Years Ago	98
Player's Perspective	100
Tax Tips	104
Frank's Cranks	106
Technical Topics	108
Merchandise Market	110
What's New	112
Classified	120
Calendar	151
The Last Word	152

COVER

Truly international in scope, Valley Recreation Products covers the globe with time-honored pool tables and electronic dart games. The Bay City, Mich., company builds games that last.

POP-a-BALL


#1 in Play Meter Poll
*Novelty Redemption - July '90
"Fast 'n Simple To Play!"
THIS PRODUCT IS AMERICAN MADE
"A Must For Every Redemption Arcade!"
HT. 73½"
WD. 26¼"
DEPTH 30"
POP-a-BALL
BE A BIG WINNER - PLAY POP-A-BALL
5 OF A KIND WINS UP TO 100
AMUSEMENT ONLY PUSH TO DISCARD
DISCARD
25¢
CANCEL
POP
DISTRIBUTED EXCLUSIVELY BY:
Coastal Amusement Distributors
(908) 905-6662
BOING!

Call for Details:

- (800) 221-0138
  Toll-Free Outside NJ
- (201) 370-3030
  In New Jersey
- TELEX # 132168
- FAX (201) 363-6329

SMS manufacturing corporation
601 Prospect Street
Lakewood, NJ 08701

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Hard Drivin'	Atari	8.77	16	16	771
2. Final Fight	Capcom	8.58	6	6	294
3. TMNT	Konami	8.48	8	8	396
4. Elvira	Bally/Midway	8.23	9	9	372
5. Whirlwind	Williams	8.10	6	6	280
6. Combatribes	American Technos	8.00	1	1	45
7. Final Lap	Atari	7.80	15	14	548
8. Super Off Road	Leland	7.75	16	16	700
9. WWF Super Stars	American Technos	7.65	13	12	537
10. Earthshaker	Williams	7.46	16	16	714
11. S.T.U.N. Runner	Atari	7.17	7	5	196
12. Smash TV	Williams	7.17	3	2	93
13. Out Run	Sega	7.15	16	13	515
14. Aliens	Konami	7.14	4	3	129
15. Police Force	Williams	7.13	10	10	411
16. Taxi	Williams	7.08	16	13	469
17. Golden Axe	Sega	7.00	13	13	506
18. Mechanized Attack	SNK	7.00	11	6	248
19. Mercs	Capcom	7.00	3	3	118
20. Violent Fight	Taito	7.00	2	1	37
21. Cyclone	Williams	6.88	16	16	596
22. M.V.P.	Sega	6.88	3	3	93
23. Rollergames	Williams	6.88	2	2	65
24. Crime Fighters	Konami	6.86	11	8	330
25. Jokerz!	Williams	6.80	15	13	459
26. S.C.I.	Taito	6.80	4	1	53
27. Super Hang On	Sega	6.78	13	1	252
28. Bad Cats	Williams	6.75	7	6	176
29. Track-Pak	Leland	6.73	3	3	76
30. Pinbot	Williams	6.71	13	11	258
31. Turbo Out Run	Sega	6.71	15	14	529
32. AfterBurner	Sega	6.70	14	3	224
33. Phantom of the Opera	Data East	6.67	4	3	136
34. Cyberball 2072	Atari	6.67	10	7	287
35. RoadBlasters	Atari	6.38	12	8	176
36. Willow	Capcom	6.33	5	4	97
37. Strider	Capcom	6.25	2	0	24
38. Tetris	Atari	6.22	12	6	193
39. Bally Game Show	Bally/Midway	6.22	5	2	97
40. Mousin' Around	Bally/Midway	6.22	7	3	115
41. Pool Sharks	Bally/Midway	6.20	3	2	77
42. Arch Rivals	Bally/Midway	6.18	13	8	367
43. Cadash	Taito	6.17	3	1	40
44. Toki	Fabtek	6.14	8	5	202
45. Shinobi	Sega	6.10	1	0	6
46. Ninja Gaiden	Tecmo	6.00	1	0	5
47. Chase H.Q.	Taito	6.00	16	9	403
48. High Speed	Williams	6.00	11	7	212
49. Badlands	Atari	6.00	3	2	76
50. Street Smart	SNK	6.00	4	2	60

EQUIPMENT POLL

VIDEO KITS

GAME	MFG.	POINT VALUE
1. Final Fight	Capcom	8.58
2. Combatribes	American Technos	8.00
3. WWF Super Stars	American Technos	7.65
4. Aliens	Konami	7.14
5. Golden Axe	Sega	7.00
6. Violent Fight	Taito	7.00
7. M.V.P.	Sega	6.88
8. Track-Pak	Leland	6.73
9. Turbo Out Run	Sega	6.71
10. Cyberball 2072	Atari	6.67
11. RoadBlasters	Atari	6.38
12. Willow	Capcom	6.33
13. Strider	Capcom	6.25
14. Tetris	Atari	6.28
15. Arch Rivals	Bally/Midway	6.18
16. Cadash	Taito	6.17
17. Toki	Fabtek	6.14
18. Shinobi	Sega	6.10
19. Ninja Gaiden	Tecmo	6.00
20. Badlands	Atari	6.00
21. Street Smart	SNK	6.00
22. Dragon Breed	Irem	6.00
23. Crime City	Taito	5.90
24. Two Crude	Data East	5.83
25. U.N. Squadron	Capcom	5.67

VIDEO DEDICATED

GAME	MFG.	POINT VALUE
1. Hard Drivin'	Atari	8.77
2. TMNT	Konami	8.48
3. Final Lap	Atari	7.80
4. Super Off Road	Leland	7.75
5. S.T.U.N. Runner	Atari	7.17
6. Smash TV	Williams	7.17
7. Out Run	Sega	6.86
8. Mechanized Attack	SNK	7.00
9. Mercs	Capcom	7.00
10. Crime Fighters	Konami	6.86

PINBALLS

GAME	MFG.	POINT VALUE
1. Elvira/Party Monsters	Bally/Midway	8.23
2. Whirlwind	Williams	8.10
3. Earthshaker	Williams	7.46
4. Police Force	Williams	7.13
5. Taxi	Williams	7.08
6. Cyclone	Williams	6.88
7. Rollergames	Williams	6.88
8. Jokerz!	Williams	6.80
9. Bad Cats	Williams	6.75
10. Pinbot	Williams	6.71
11. Phantom of the Opera	Data East	6.67
12. Mousin' Around	Bally/Midway	6.22
13. Bally Game Show	Bally/Midway	6.22
14. Pool Sharks	Bally/Midway	6.20
15. High Speed	Williams	6.00

FROM THE EDITOR

Hang ten with the coin-op industry

Two ongoing columns I have been doing have given me a new look at the coin-op industry. The first, and one I have really enjoyed, is ''Half Century Club Interview;'' the other is ''Ten Years Ago.'' Both have brought back events of the past that help put the present and future in perspective.

The ''Half Century Club Interview'' are interviews with men (there weren't many women in the industry back then) who have devoted 50 years of their lives to coin-op. I am in awe of these legends and feel honored to interview them. Each one has a unique perspective of the changing industry and what enabled it to withstand the test of time.

The stories are rich in personal experiences that explain what made the industry worthwhile. But one thing emerges from the tales: The industry had problems, yet it survived. These men are here 50 years later to reminisce about the ''good old days.'' There were things that happened that certainly could have signaled the end of a great industry—things that seem worse than anything we have experienced lately. And yet nothing had the power to end it; the industry only got stronger.

When I go back to our issues of 10 years ago for that feature, I never fail to find something that intrigues me. Even though I have been a part of the industry nearly 15 years, I read things that I had forgotten all about. When I read the news from 1980, many times I have to look at the date again to make sure it's not from today! While we moan and groan that things ''just couldn't get worse'' we are echoing voices from the past that moaned the same words.

I recently talked to Lance Fedick, a Florida operator, who was working on a newsletter for his customers. He is optimistic about the industry and is working hard to be even more successful in an already successful business. We talked quite a bit about the industry and reached this conclusion: The industry has survived ups and downs for many, many years. Never has there been a time when it was free of problems. We adapt and accept our limitations and accentuate the positive just as we do in our personal lives—Lance is not quite the nimble surfer he was 20 years ago and I am not quite as spry on roller skates, but we have admitted it and have adapted quite well, thank you!

We should do the same thing in business. We must remain flexible and be willing to adjust, whether we want the changes or not. Take a few moments to remember things you never thought would change: mini skirts—(mom, *everyone* is wearing them!); bell bottom pants—(these should be popular forever!); chrome on cars—(the more the better on turquoise or salmon-colored paint jobs!); rock 'n roll—(don't worry, it's just a fad!); beehive hairdos—(OK, let's not think about them!).

Those that thought the industry would never welcome solid state pinballs adapted to the change. Those that looked upon video games as a passing fad have accepted their impact. There is always something new and along with it come the doubters, the people that do not want change. There are, happy to say, more successes than failures. The undeniable value of the pool table, jukebox, and electronic dart games far outweighs the laser game fiasco of several years ago.

In fact, when you think about pool tables, you can't help but realize how steady they have been. Buying a pool table involves very little risk. If there is an operator out there who has lost money with his pool tables, I'd like to meet him. Electronic darts are making many operators the kind of money they respect, and the new technological advances in music are giving operator a boost.

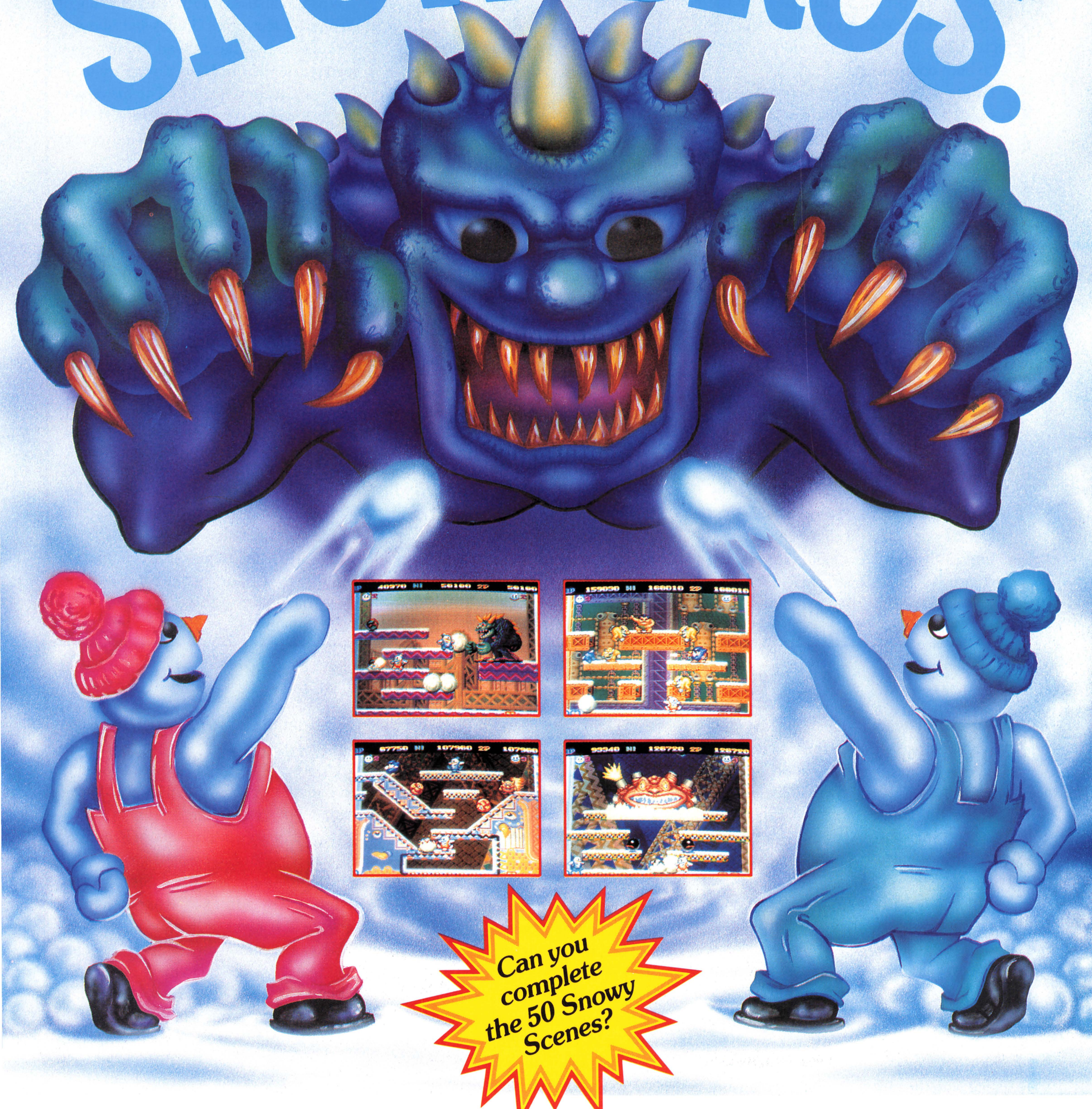
Step into Lance's shoes (or onto his surboard) and view our industry as a big ocean. Sometimes we are paddling out to meet the next wave, or we might be drifting around waiting for that crest. But the exhilarating ride on a monstrous wave makes all the effort worthwhile. ☐

Valerie Cognevich

Valerie Cognevich
Editor

You took balloon rides in Bubble Bobble™...
Now take some quarter rides with

SNOW BROS.™



Can you complete the 50 Snowy Scenes?

ROMSTAR®, INC.

© 1990 TOAPLAN Co., Ltd.
All Rights Reserved
Licensed to Romstar, Inc.

22857 Lockness Avenue
Torrance, CA 90501
(213) 539-2744 • Fax (213) 539-3626

Dillon back

Joe Dillon, who served most recently as president of Taito America, has been appointed vice president of sales for the Williams/Bally Midway product lines, effective July 9. It's his second go-round with both companies.

Dillon assumes the positions previously occupied by Marty Glazman (Williams) and Steve Blattspieler (Bally Midway). They both left to pursue other interests.

''Joe certainly is no stranger to Williams/Bally Midway, and we are happy to have him back to help reorganize our sales efforts to meet the challenges of the '90s,'' said Ken Fedesna, vice president and general manager of WMS Games Inc.

Said Dillon, ''It's great to be home. I am looking forward to working with the greatest creative team and distributing organization in the industry today.''

He was Williams' vice president of sales from 1980 to 1987. Then came a brief stint at Bally, followed by a return to Williams from August 1988 to October 1988.

Joe Dillon

WMS moves to Chicago

WMS Industries, the parent company of Williams Electronics Games and Midway Manufacturing, has moved its corporate headquarters from New York City to its existing Chicago facility. The move was expected to be completed by July 31. The company is also reducing its corporate staff.

The relocation will save WMS an estimated $2 million annually. Said Louis Nicastro, WMS chairman and CEO, ''This move should permit the company to generate improved results in future periods by reducing corporate overhead and by enabling management to more closely focus on building its amusement game businesses.''

Atari acquires stock from Namco

Atari Games Corp. has signed an agreement to repurchase stock presently held by Namco America Inc., the wholly owned subsidiary of Namco Ltd. of Japan.

Part of the agreement calls for Namco Ltd., one of Japan's largest video game manufacturers and a major shareholder in Atari Games, to sell all of the shares it owns back to Atari, along with cash and other considerations. In turn, Namco will receive ownership in Atari Operations Inc., which operates some 40 video game arcades in the western and southeastern U.S.

According to Atari Games, the company will benefit greatly from this transaction. The stock repurchase and subsequent sale of Atari Operations will provide Atari Games with new opportunities to conduct business in Japan and the Far East.

Closure of the transaction is subject to the approval of both parties' board of directors.

Video poker bill dies in Louisiana

A bill that would've legalized video poker machines in Louisiana died in the Senate chambers just hours before the session ended on July 9. It was a bitter pill to swallow for members of the Louisiana Amusement and Music Operators Association (LAMOA), which saw their efforts fail because of an alleged double-cross by Gov. Buddy Roemer.

David Goudeau of Gerald's Amusements in Lafayette, vice president of LAMOA, says operators went to Roemer early in the session to see if he would veto the bill in the event it reached his desk. Roemer allegedly promised he wouldn't, Goudeau says, so they went ahead with the bill. It got farther than any other such bill in Louisiana history, clearing the House and a Senate committee before stalling on the Senate floor.

''Roemer never thought the bill would get that far, so he went ahead and made promises to us,'' Goudeau said. ''In his mind, he probably said, 'Why make political enemies?' Even a week before the session ended, Roemer told operators to their faces that he wouldn't veto the bill.

''We had the required 20 Senate votes all lined up, but one of Roemer's aides came on to the Senate floor and told the senators not to bother voting for the bill, because he'd veto it. He scared off our votes; why bother voting for it if it's going to get vetoed? The bill never even came up for a vote. This was a couple of hours before the session closed at midnight. I don't mind losing, but Roemer shouldn't have lied to us and made us waste money and a lot of long hours.''

If all of this wasn't bad enough, another bill dealing with the potential state lottery's guidelines and penalties has declared video card games ''illegal lottery devices.'' It gives police the authority to confiscate and immediately destroy machines ''that come to their attention.'' Should the bill become law (it had not reached the governor's desk as we went to press), it would remain to be seen how aggressive police would be in their enforcement.

National pinball association formed

1990 will be remembered as a landmark year for pinball not only because it coincides with the game's 60th anniversary. On July 11, the first board of directors' meeting for the newly created AMOA-IFPA (International Flipper Pinball Association) was held in Chicago. The association is incorporated and has bylaws.

Under the bylaws, the board of directors consists of 10 seats: four pinball manufacturer representatives, three operator officers, two AMOA members, and one distributor. Joe Conway, executive director of the AMOA-National Dart Association, is serving as interim director to get the IFPA off and running.

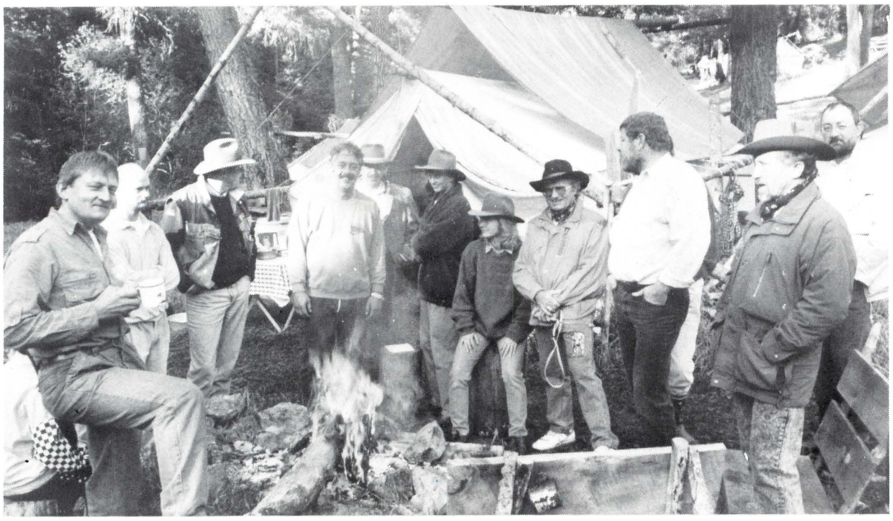
Sharon Harris of Stan Harris & Co. is president, Ed Velasquez of Velasquez Automatic Music Co. is vice president, and Gene Urso of Madison Coin Machine Co. is secretary/treasurer. The distributor's seat has been filled by Frank Gumma Jr. of American Vending Sales.

Representing the four pinball manufacturers are Roger Sharpe (Williams), Joe Dillon (Bally/Midway), Gary Stern (Data East), and Gil Pollock (Premier). AMOA's Dick Hawkins will appoint the two members to come from that association's ranks.

Conway is presently working on "teaser kits," information packets to be sent to operators that answer questions about the IFPA and explain how to form pinball leagues. He expects them to be ready for distribution by the board's next meeting on Aug. 29.

The first big event planned by IFPA is the "World Championships of Pinball," slated for March 2-3, 1991, in Milwaukee. Steve Epstein of the Broadway Arcade in New York will be the tournament director.

KINGFISHER
AVON



Seventeen German operators of NSM/Valley Recreation Products equipment recently set out on a six-day camping expedition in Idaho. The trip featured stops in Idaho Falls, the Salmon River, Corral Flats, Dome Lake, and Panther Creek. Activities along the way included horseback riding, white-water rafting, panning for gold, and target rifle shooting. The tour was arranged by NSM's Ulli Kunnecke and Valley's Bill Nemgar.

Nominations open for AMOA board

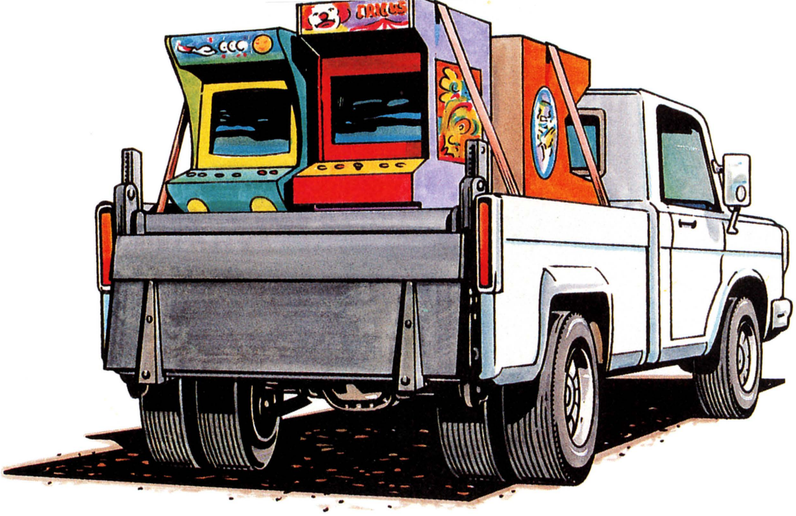
AMOA-member operators or distributors have until Sept. 27 to submit letters of recommendation for those interested in joining the AMOA board of directors. The association's Nomination Committee will be meeting soon to review member candidates who are in good standing for election consideration.

Ten new directors will be elected for the 1991 fiscal year at the AMOA's annual business meeting, which will be held during Expo '90 in New Orleans on Oct. 25-27.

The criteria for board candidates stipulates that the member recommendation must 1) be an operator or distributor member of AMOA; 2) be endorsed in writing by five other AMOA members; and 3) be submitted to the Nominating Committee at least 30 days prior to the election.

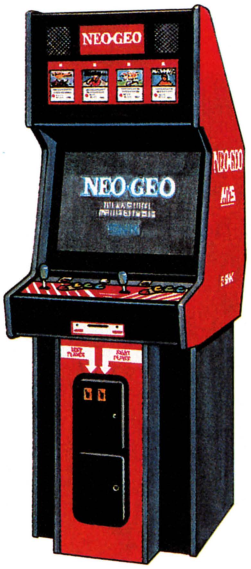
The letters of recommendation should include a brief summary of the candidate's involvement and achievement in state and local activities. The candidates three-year term will commence at Expo '90 in October and run through the 1992 convention.

Send all recommendations to Kathy Wagner at AMOA's headquarters, 111 E. Wacker Drive, Suite 600, Chicago, IL 60601.



Reduce This Payload

Without Reducing This One.



SNK's NEO·GEO eliminates the drudgery of game rotation in the 90's.

No more backbreaking labor, overloaded trucks, location disruption and lengthy conversions often requiring a technician.

The NEO·GEO cabinet is designed to never have to be moved more than once! NEO·GEO games convert "on the spot" in minutes without the use of tools.

NAM-1975, Baseball Stars Professional, Top Player's Golf and Magician Lord are free with every NEO·GEO cabinet purchased, for a limited time only.

New games now being introduced are RIDING HERO, NINJA COMBAT, CYBER-LIP and SUPER SPY.

The NEO·GEO MVS25-4 cabinet holds up to 4 games at one time, eliminating the space limitations in smaller locations.

In addition, silkscreened sides, reinforced corners, front access service panel and in-depth bookkeeping will make your life a whole lot easier and more profitable.

After all, you have better things to do with your time, don't you?

See your authorized SNK distributor or contact SNK Corporation of America, 246 Sobrante Way, Sunnyvale, California 94086. (408) 736-8844.

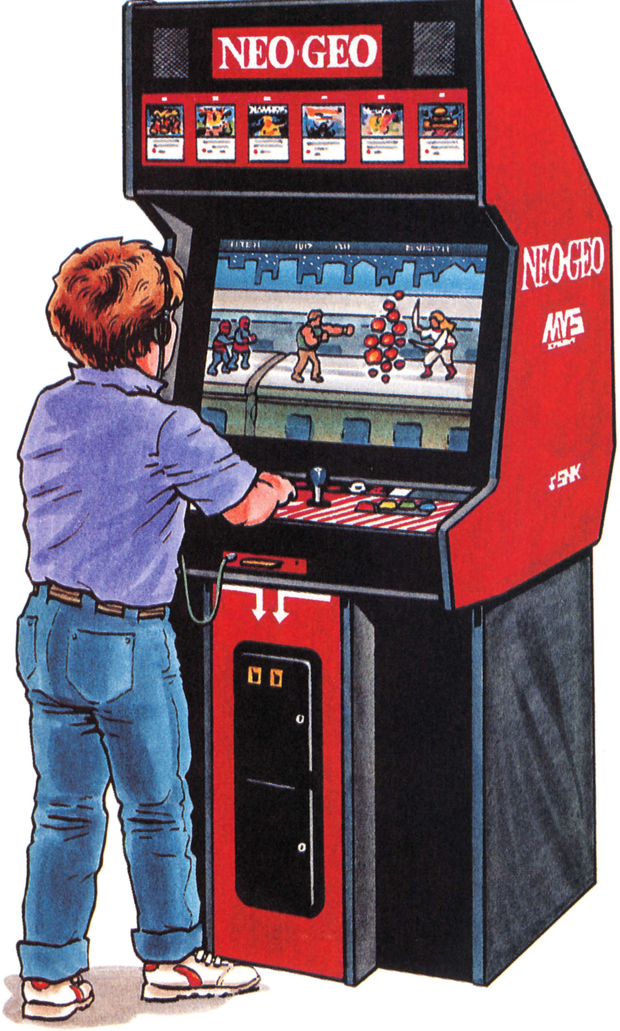
Magician Lord

BASEBALL STARS

SNK

TOP PLAYER'S GOLF

© 1990 SNK CORP. OF AMERICA



Where The Experts Are Putting Their Money.

Ask any game player today what they're playing and you'll hear "NEO·GEO."

Players enjoy the enhanced graphics and great sound. Headphone jacks allow the player to enjoy stereo sound even if the location has turned the sound down. They can really be part of the game!

The NEO·GEO Memory Card holds up to 27 different games. The player can save his game on the card and come back at another time to pick up where he left off.

The perfect arcade piece, the MVS25-6 holds up to 6 games at one time.

Games such as Riding Hero utilize the Multi-Link feature allowing you to "link" up to 4 cabinets together. Players compete against each other on separate screens!

New games now being introduced are RIDING HERO, NINJA COMBAT, CYBER-LIP and SUPER SPY.

NAM-1975, Baseball Stars Professional, Top Player's Golf and Magician Lord are free with every NEO·GEO cabinet purchased. But this offer is limited, so be sure to pick up a NEO·GEO today.

Fill up your arcade with the player's choice, NEO·GEO.

See your authorized SNK distributor or contact SNK Corporation of America, 246 Sobrante Way, Sunnyvale, California 94086. (408) 736-8844.

SNK

RIDING HERO
TOP PLAYER'S GOLF
NAM-1975
Magician Lord
BASEBALL STARS
NINJA COMBAT

© 1990 SNK CORP. OF AMERICA

AMOA-NDA stages a "Dart Summit"

With the AMOA-National Dart Association (NDA) growing by leaps and bounds, its powers-that-be figured the time had come to organize a meeting of charter holders to see where everyone stood, so to speak. The result was the first-ever "Dart Summit," held June 30 and July 1 at the O'Hare Hilton Hotel in Chicago.

According to Joe Conway, executive director of the AMOA-NDA, 74 charter members attended the event. They came from nearby states as well as those far away, like Florida and Oregon. Representatives from electronic dart manufacturers Valley Recreation Products, Merit, and Arachnid were also on hand to share their expertise.

"We now have over 175 charter holders, and of that group there are different experience levels associated with running leagues," Conway said. "We decided to let the guys who've been operating leagues for many years interact with those who've just gotten into it, for example. Each learned something from the other.

"But the primary reason for the summit was to begin the process of achieving standardization of leagues and our big final tournament in Las Vegas. The NDA has grown to the point nationally—and even internationally—that we had to arrive at some common ground for everyone."

After getting together in a general assembly, the attendees were organized into a workshop mode. They met in small groups to talk specifics, Conway said, before returning to the AMOA-NDA board with concrete recommendations for standardization.

Among the changes that will be in effect for Team Dart VI when it takes place next May in Las Vegas are:

* All tournament entries must come from play on regulation-sized targets; no international-sized target entries will be allowed.

* Teams must play "301 Any In/Any Out" in order to enter the tournament.

* They must track S.P.R.E. (Spot and Player Ranking Evaluation) feats.

* The tournament will add a Cricket Doubles division.

"The ultimate upshot of these two days was that it showed them to be dedicated, professional people who are willing to give up a weekend to improve their leagues and this association," Conway said. "It's been so well received that the association plans to make it an ongoing event in the future. We'll probably meet twice a year from now on."

Pioneer gives free CDs

Pioneer Laser Entertainment is offering nine complimentary compilation CDs with the purchase of every Pioneer *CJ-V55* jukebox through Sept. 30. The sales promotion will be supported by a direct mail campaign to distributors, operators, and location owners.

In addition, the promotion will include a specially produced CD that, when played, provides further details of the campaign.

According to Steve Rogers, PLE marketing manager, this national campaign is designed to increase awareness among key industry buying groups of PLE's new *CD Laser Jukebox* and its catalog of exclusive compilation hits software.

To add impact to the direct sales promotion, PLE is offering a free Pioneer CD jukebox to the person who redeems the winning disc. Winners will learn if they have won by listening to a five-minute recording, narrated by comedian Pat Harrington, in its entirety. The prize will be awarded at AMOA '90 in New Orleans.

"We are launching this campaign to show the jukebox industry that our compilation disc program will increase their revenues," Rogers said. "Our promotion will expose everyone purchasing a Pioneer CD jukebox for the first time to our disc program, so they can experience the results for themselves."

Daniel Wagner

Standard names Wagner

Daniel R. Wagner is the new Eastern Regional sales manager for Standard Change-Makers Inc., manufacturers of bill/coin changers and token/ticket machines since 1955.

He will be responsible for the overall management of sales and service functions at the company's Ridley Park, Pa., sales and service center. Additionally, Wagner will oversee distributor relations in a 12-state area throughout the eastern one-third of the nation.

Exidy explores Mexican market

On the heels of the first Mexican trade show, redemption manufacturer Exidy has appointed Video Challenge of Mexico City to be its exclusive distributor. Said Exidy's Virginia Kauffman, "Moises Soffer (of Video Challenge) is a solid veteran in the Mexican game industry. His operations and our product gives us the right foothold in the awakening Mexican market."

Soffer added, "Our customers are looking for great square-footage games and longevity investments. Exidy meets our distribution needs."

New system

Champions Amusement Centers has joined forces with software development firm RDP Inc. to develop and implement RDP's "Amusement Operations System." The system—composed of central database, communications, and store subsystems—is comprehensive, PC-based, and menu-driven. Available in single or multi-user configurations, it provides data accuracy, rapid communications, and optimized data availability.

A sampling of the reporting, administrative, and analytical applications include: cash collections, E-Mail, downtime, requisitions/orders/receipts, bill changers, payroll, and others.

"Mike (Costello, RDP director of marketing) has an intimate knowledge of this industry and its mechanics, particularly the types of information required," said Tom McAuliffe, a principal of Champions with partners Frank Ash and Paul Russell. "The typical software company simply does not possess this expertise. Consequently, much of the software development effort is for the education of the software developer. As a user of this system, it is evident to us that the company which can react swiftly and accurately to the latest trends will have a significant advantage."

Said Costello, "In addition to the competitive advantages Tom mentions, there are significant but less obvious benefits provided by this system. Virtually instantaneous communications between store managers and headquarters personnel eliminates, or very significantly reduces, the costs associated with photocopy, telephone tag, postage, redundant data entry, and data inaccuracy.

"I leaned heavily on my years of experience in the coin-op industry to shortcut the ordinarily long and expensive learning process. This expertise, coupled with RDP's experience in developing turn-key software products, enabled RDP to deliver this system—both hardware and software products—for less than the cost of one dedicated video game per arcade."

Those interested in this system can reach McAuliffe and Costello at (215) 668-1636 and (703) 369-6311, respectively.

Paul Faris (l) and Brian Schmidt, members of the Data East Pinball design team.

"Back to the Future" promo items available

Data East Pinball will pack an order form for posters, hats, T-shirts, and other "Back to the Future" items in every *Back to the Future, The Pinball* game it ships out.

"One of the advantages of a licensed game like *Back to the Future* is there are many licensed items available from other licensees," said general manager Gary Stern. "Many operators have told me they use such items to promote play on their games, both in street locations and arcades."

Paul Faris did the artwork for the pinball, following up on his success with Data East's *Phantom of the Opera*. The other member of the *BTF* design team is computer music programmer Brian Schmidt. He re-creates some of the movie's special effects, such as lightning striking the clock tower and the DeLorean time machine flying through time.

In more general news concerning the company, Stern says Data East is opposed to advertising on games.

"Data East will not promote product advertising on its pinball machines," he said. "We feel it is degrading to pinball and unfair to operators. Data East is responding to comments from many operators at state and distributor shows. We will not jeopardize our relations with operators or players by bombarding them with unwanted advertising. Our pinball artwork is not for sale."

Mich. crane law revision approved

On June 27, Michigan Gov. James Blanchard signed into law Act 130, which eliminates crane location licenses, raises the per machine fee to $50, and makes other minor revisions to the penalty sections for violations of the act.

The Bureau of State Lottery has informed the Michigan Coin Machine Operators Association (MCMOA) that as soon as the renewal process is completed, refunds will be calculated—deducting the additional $20 per machine—and the balance returned to operators.

MCMOA encourages operators to send a note of thanks to the legislators who aided the repeal battle. They are Rep. Gerry Law, Rep. Perry Bullard, Sen. Gil DiNello, and Sen. Phil Arthurhultz. "Too often legislators only hear from voters when they do something they don't like," read a statement from MCMOA. "It is a rare occasion to hear something positive from a voter. (Sending a note) would be an investment of time well spent."

AAMA sets-up arcades for Olympic athletes

As it's done in previous years, the American Amusement Machine Association (AAMA) hosted arcade-style game rooms for American Olympic hopefuls participating in the 1990 U.S. Olympic Festival and the 1990 Goodwill Games. Past game rooms were established during final processing before the 1988 Olympics in Seoul, South Korea, and the 1989 U.S. Olympic Festival in Oklahoma City.

On July 8, four game rooms for the Olympic Festival were officially opened on the University of Minnesota campus in Minneapolis. Lieberman Music Co. and Dahlco Vending and Music—both Minnesota companies—were responsible for the variety of coin-op games made available to the athletes.

The game room at the Goodwill Games' Athletes' Village in Seattle marked the first time AAMA has taken it to an international competition. Music-Vend Distributing in Seattle provided the equipment for the room, which was located on the University of Washington campus from July 16 to Aug. 6.

New to the festivities at both events was the "Games Within The Games" charity tournament and media reception. Teams composed of area media and event officials competed in video, pinball, electronic darts, basketball, and shuffle alley. The prize money won at the Olympic Festival was donated in the winners' names to the U.S. Olympic Committee. The Goodwill Games' winners donated their money to local charities.

Said AAMA executive vice president Bob Fay of the athletes' game rooms, "Although these games still inspire competition, it's a different, more personal form of it. Anyone can be just a kid from anywhere; the whole world isn't watching to see how they do."

Sega's *Moonwalker* set for fall release

Sega Enterprises' *Moonwalker*, the first video arcade game co-created with Michael Jackson, is planned for release in early fall. Based on the the film of the same name and the "Smooth Criminal" video, the game will be produced in a three-player format.

Jackson, a long-time video game player and collector, first approached Sega in 1988 with the idea of creating a video game that would faithfully capture his stage persona. In *Moonwalker*, players become Jackson as he journeys through numerous stages of game play. It features his dancing and the hit songs "Beat It," "Bad," and "Billy Jean."

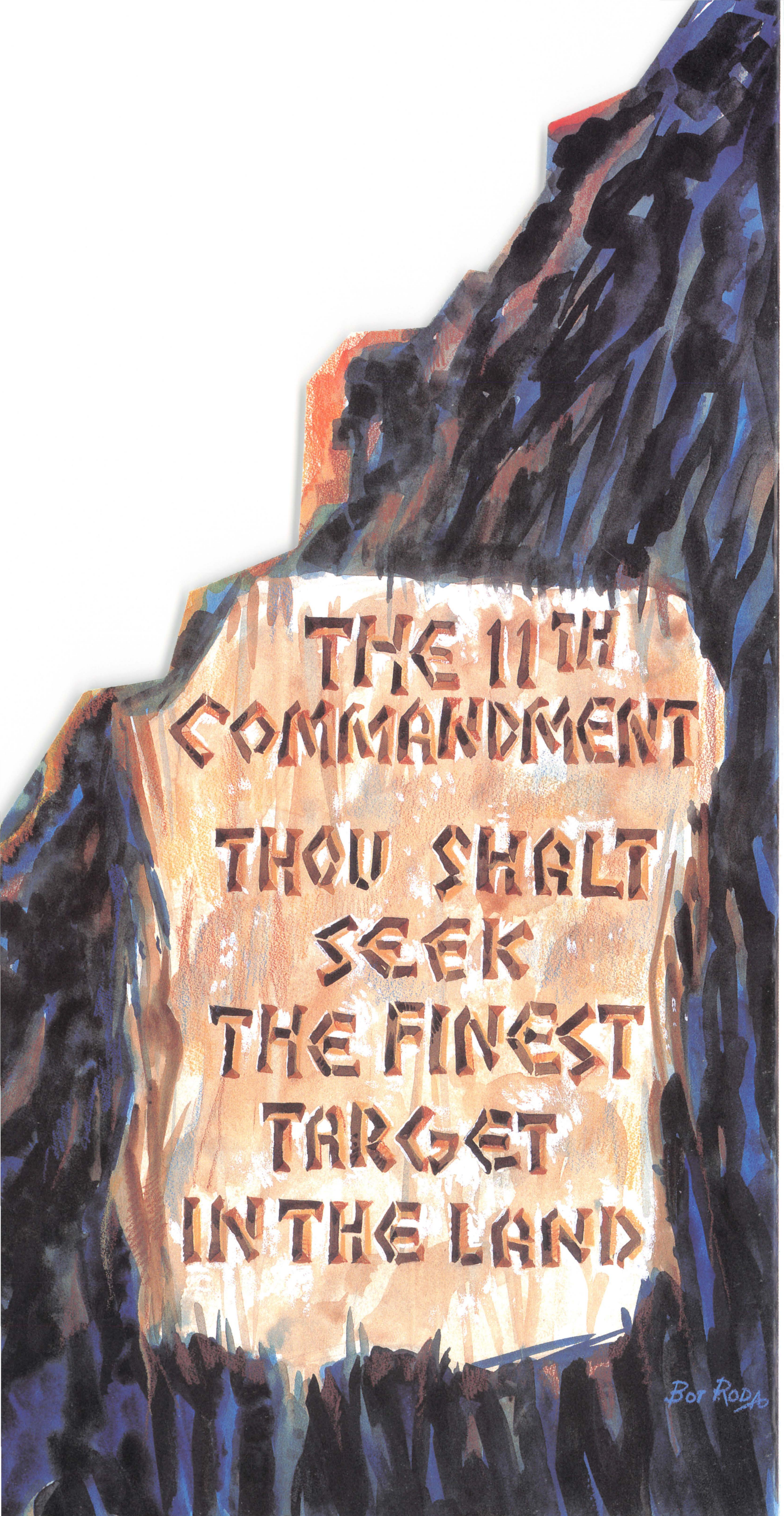
"Sega is very fortunate to be associated with an individual of Michael Jackson's stature and caliber," said Tom Petit, president of Sega Enterprises (USA). "Michael Jackson's dynamic creativity was prevalent throughout his ongoing involvement in the game's development. This type of product is going to have a broad application in our industry."

T.L.C.
AMUSEMENTS
AMUSEMENTS FOR THE 90'S
T.L.C.
AMUSEMENTS
AMUSEMENTS FOR THE 90'S
VIDEOS·POOL TABLES·

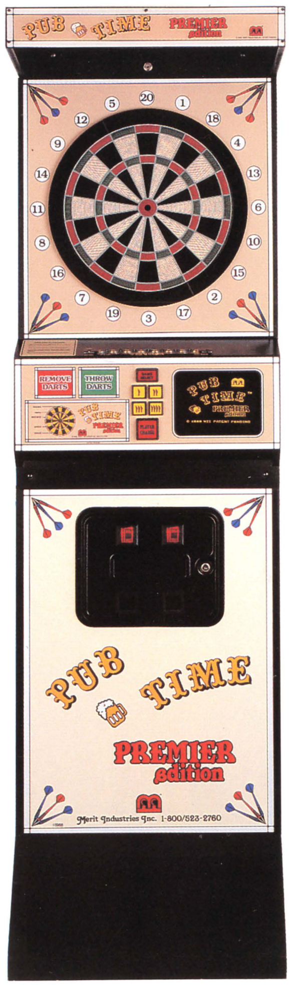
Randy Fromm (l) with the technical crew of T.L.C. Amusements in Bedford, Ind. Owner Tim Louden (second from right) arranged for Fromm to conduct a special four-day class at their offices.

12205
DAYS INN
hotel
restaurant
12205
WELCOME
RANDY FROMM
ARCADE SCHOOL
12205

Students from as far away as British Columbia and Puerto Rico attended a recent session of Randy Fromm's Arcade School in Orlando.

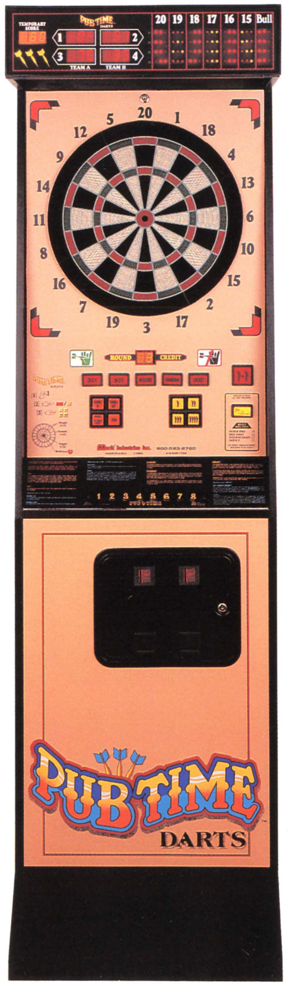

THE 11TH COMMANDMENT
THOU SHALT SEEK THE FINEST TARGET IN THE LAND

NEW THE Scorpion™ TARGET



PREMIER EDITION

Superlative video display — over 30 games. Includes keyboard for customizing 12 different message screens. STAT-PAK™ software.

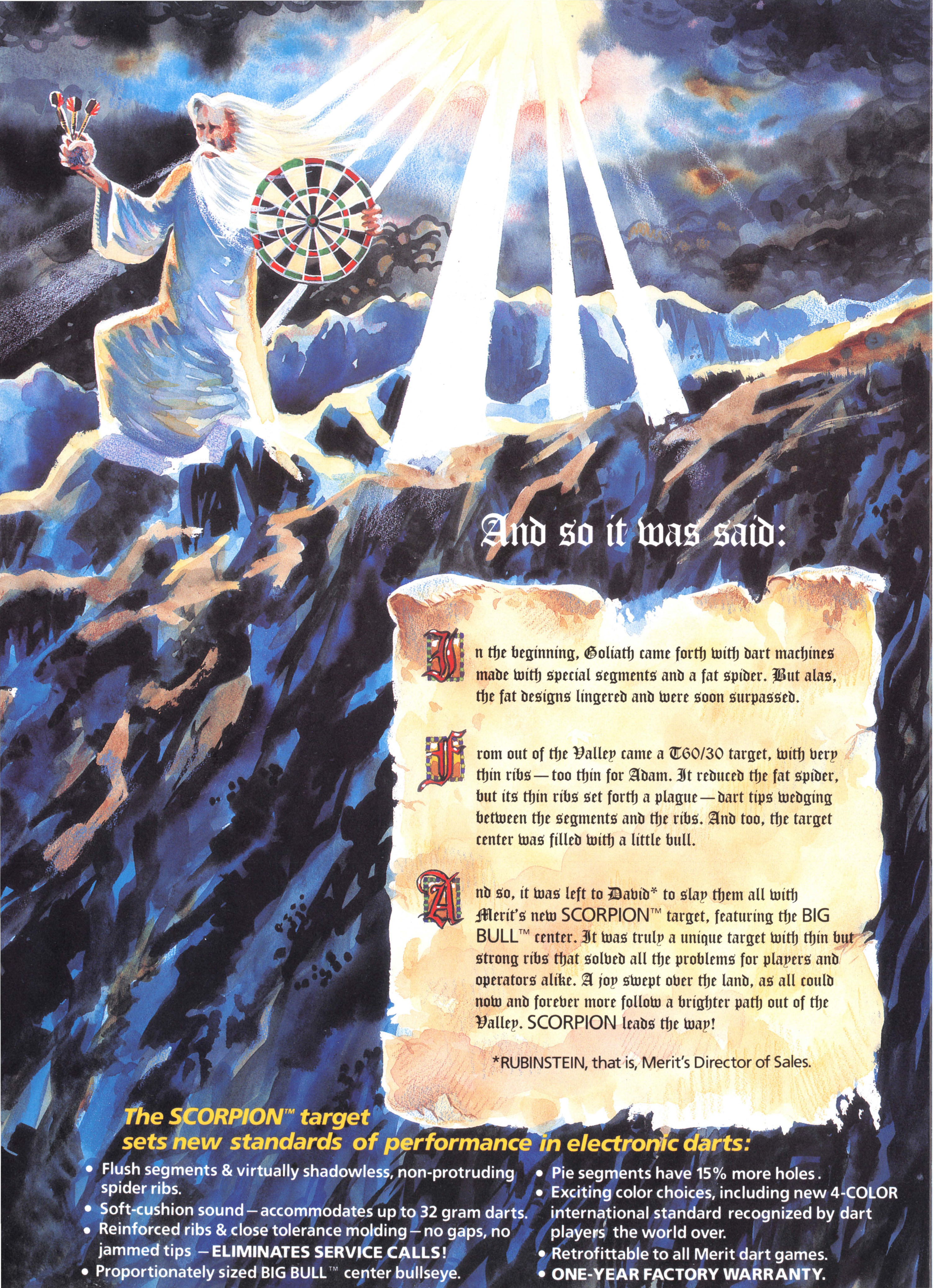


PUB TIME II PLUS 2

Brilliant overhead display. Multi-colored LED's. 4-PLAYER CRICKET and all '01 options. League software, envelope slot & player statistics.

CALL YOUR DISTRIBUTOR TODAY!

Merit Industries, Inc. • 2525 State Road • Bensalem, PA 19020
800-523-2760 • 215-639-4700 • (FAX) 215-639-5346



And so it was said:

In the beginning, Goliath came forth with dart machines made with special segments and a fat spider. But alas, the fat designs lingered and were soon surpassed.

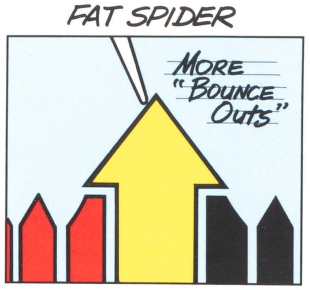
From out of the Valley came a T60/30 target, with very thin ribs — too thin for Adam. It reduced the fat spider, but its thin ribs set forth a plague — dart tips wedging between the segments and the ribs. And too, the target center was filled with a little bull.

And so, it was left to David* to slay them all with Merit's new SCORPION™ target, featuring the BIG BULL™ center. It was truly a unique target with thin but strong ribs that solved all the problems for players and operators alike. A joy swept over the land, as all could now and forever more follow a brighter path out of the Valley. SCORPION leads the way!

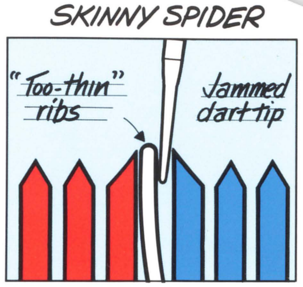
*RUBINSTEIN, that is, Merit's Director of Sales.

The SCORPION™ target sets new standards of performance in electronic darts:

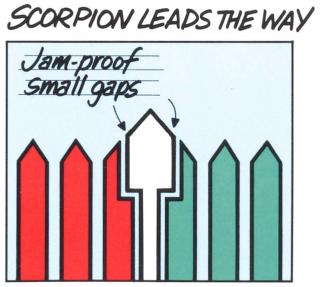
- Flush segments & virtually shadowless, non-protruding spider ribs.
- Soft-cushion sound – accommodates up to 32 gram darts.
- Reinforced ribs & close tolerance molding – no gaps, no jammed tips – **ELIMINATES SERVICE CALLS!**
- Proportionately sized BIG BULL™ center bullseye.
- Pie segments have 15% more holes.
- Exciting color choices, including new 4-COLOR international standard recognized by dart players the world over.
- Retrofittable to all Merit dart games.
- **ONE-YEAR FACTORY WARRANTY.**



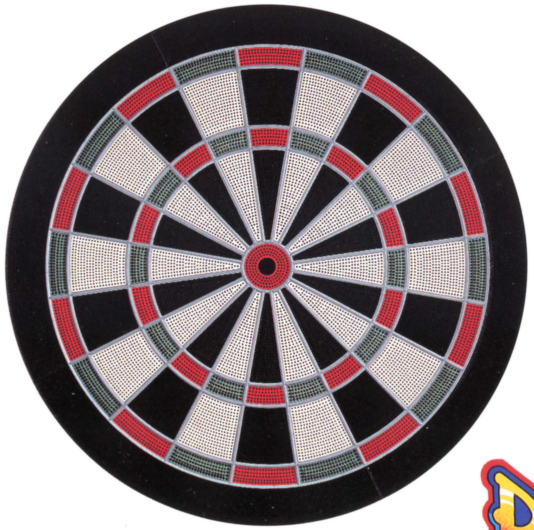
Spider overpowers appearance. More darts hit spider.

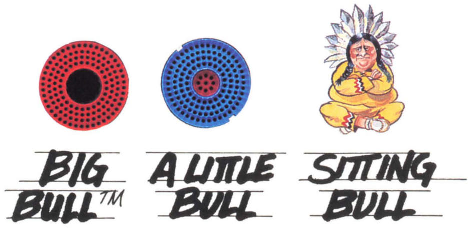


"Too-thin" ribs are flexible, allow tips to jam between spider and segments.



Reinforced ribs won't budge –
NO STUCK TIPS – EVER!





THE Scorpion

Play ONE game on a SCORPI
—you'll know the way darts
was meant to be played!

FROM PUB TIME DARTS BY

TOLL

Copyright 1990

Vari-Tech makes changes

Amusement and redemption game manufacturer Vari-Tech International has re-shuffled its management team by promoting two employees and bringing two more in from outside the company.

Mark Kane, who's been with Vari-Tech since August 1987, is the company's new general manager. He had served as director of operations. Also, Ann Coleman has been promoted to the post of operations manager.

The new employees who've been added to the management nucleus are Tim Creswell (plant manager) and Reggie Moultrie (sales manager).

VENDING
OD inc.

Dynamo's Bill Rickett presents 1989 top sales awards to Joe Cirillo (top) of Betson Enterprises and Steve Henderson (bottom) of Operators Distributors. Betson was recognized for overall sales, Operators Distributors for pool sales.

New WAMO officers

A new slate of officers and board of directors were elected at the Wisconsin Amusement and Music Operators (WAMO) general membership meeting, held during the association's Spring Conference/Trade Show on June 7-10.

The officers include Roger Westmont of Modern Specialty Co. in Madison, president; Mike Bohrer of Hastings Distributing in Milwaukee, vice president; Eric Jacobson of Amusement Devices Inc. in Menasha, secretary; and Bryan Hubbard of Coin Machines Inc. in Colfax, treasurer.

Jim Stansfield Jr. of Jim Stansfield Vending Inc. in LaCrosse will automatically assume the post of past president. He replaces Ralph Fleege of Mitchell Novelty Co. in Milwaukee, who is leaving the board.

The two new board members selected are Joel Kleiman of Pioneer Sales & Service in Menomonee Falls and Mike Mellen of Mellen Sales & Service Inc. in Green Bay. They replace Jacobson, Hubbard, and Pioneer's Sam Cooper. The board, formerly composed of seven directors and four officers, will now have six directors and five officers. ☐

Becki Ray Mitchell, daughter of Play Meter editor Valerie Cognevich, recently completed her Army basic training at Ft. Jackson, S.C. She will be studying microwave and satellite repair in a 32-week course at Ft. Gordon, Ga. Becki worked in the U.S. Games booth at ACME '90.

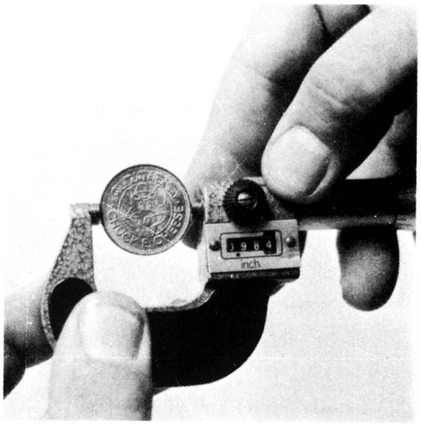
"Quality Is Our Family Tradition"

HOFFMAN H&H HOFFMAN

TOKENS

800-227-5813

IN CA 800-227-5814



Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- **Immediate same-day shipment on stock tokens**
- **Quality artwork and design service at no charge**
- **Hoffman & Hoffman tokens are minted under the most rigid quality control standards.**
- **We match Old World craftsmanship with advanced technology.**
- **Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.**
- **You can buy the best tokens for less. Check our prices and see.**

HOFFMAN & HOFFMAN

P.O. Box 896, Carmel, CA 93921

LETTERS

Clearing up misunderstandings

Thank you for Tim Wolfe's review of Data East's *Phantom of the Opera* pinball. However, there are a few things in the quick review that bothered me. I'd like to enlighten Tim and set the record straight.

I'm sorry he found the game a little gory. We went to exacting lengths in the artwork to illustrate the important aspects of Gaston Leroux's "Phantom of the Opera." I want to explain some of the things Tim didn't understand.

The victim who was hanging was Joseph Boquer, the curtain and props manager who often taunted the Phantom. The grasshopper and scorpion were actually brass figurines from which Christine Daae had to choose. One symbolized freedom and the other would have blown up the Paris Opera House. If you noticed, there were kegs of dynamite between the pop bumpers. From Andrew Loyd Weber's hit musical to NBC's popular mini-series last year, these images are vividly portrayed. Not having them on the pinball game would have been a great disappointment to any "Phantom of the Opera" fan.

In terms of appealing to women, the game is the top-earning pinball machine anywhere it is placed. I can't imagine how Tim could think the beauty of Christine Daae, the mysteriousness of the Phantom, and the love triangle that it portrayed would not be more powerful to our female clientele than roller skating, animals dressed as police, trucking, sharks playing pool, or a mindless game show. *Phantom of the Opera* has proven not only to be a fantastic street piece, but also a sensational arcade earner, even with women.

Last but not least, although I did like the double-your-score feature on Williams' *Jokerz!*, it was first introduced on Premier's *Diamond Lady*. Please give credit where credit is due.

I'm looking forward to Tim's review of *Back to the Future*. I'll let you in on a little secret: Nothing comes close in its earnings. Guaranteed!

Joe Kaminkow
Director of Design
Data East Pinball
Melrose Park, IL

Good job

First of all, thanks so much for the great coverage you gave all of us at Incredible Technologies in the June issue. We posted the Play Meter "Company Profile" article on our employee bulletin board; everyone has been making copies of their own. We are all quite proud of being included.

Next, I want to compliment you on the overall June issue. It was chock full of exciting stories from cover to cover—and I'm not just saying this because we were in it!

I especially enjoyed the "Coin-Op Women Speak Out," the pinball designer's story, and the news coverage of the Washington, D.C., conference on the dollar coin.

Carol Tomme
Director of Communications
Incredible Technologies
Arlington Heights, IL

Managing the business

I read the "Coin-Op Women Speak Out" with interest. I've been around since 1974 and know many of the women mentioned. Some of the best ideas evolve naturally, as that opportunity did.

I have read in your magazine and others about the importance of redemption and premium games to today's arcade industry. We at Champions certainly feel it is important. Developers of malls love it and are clamoring for bigger family entertainment centers.

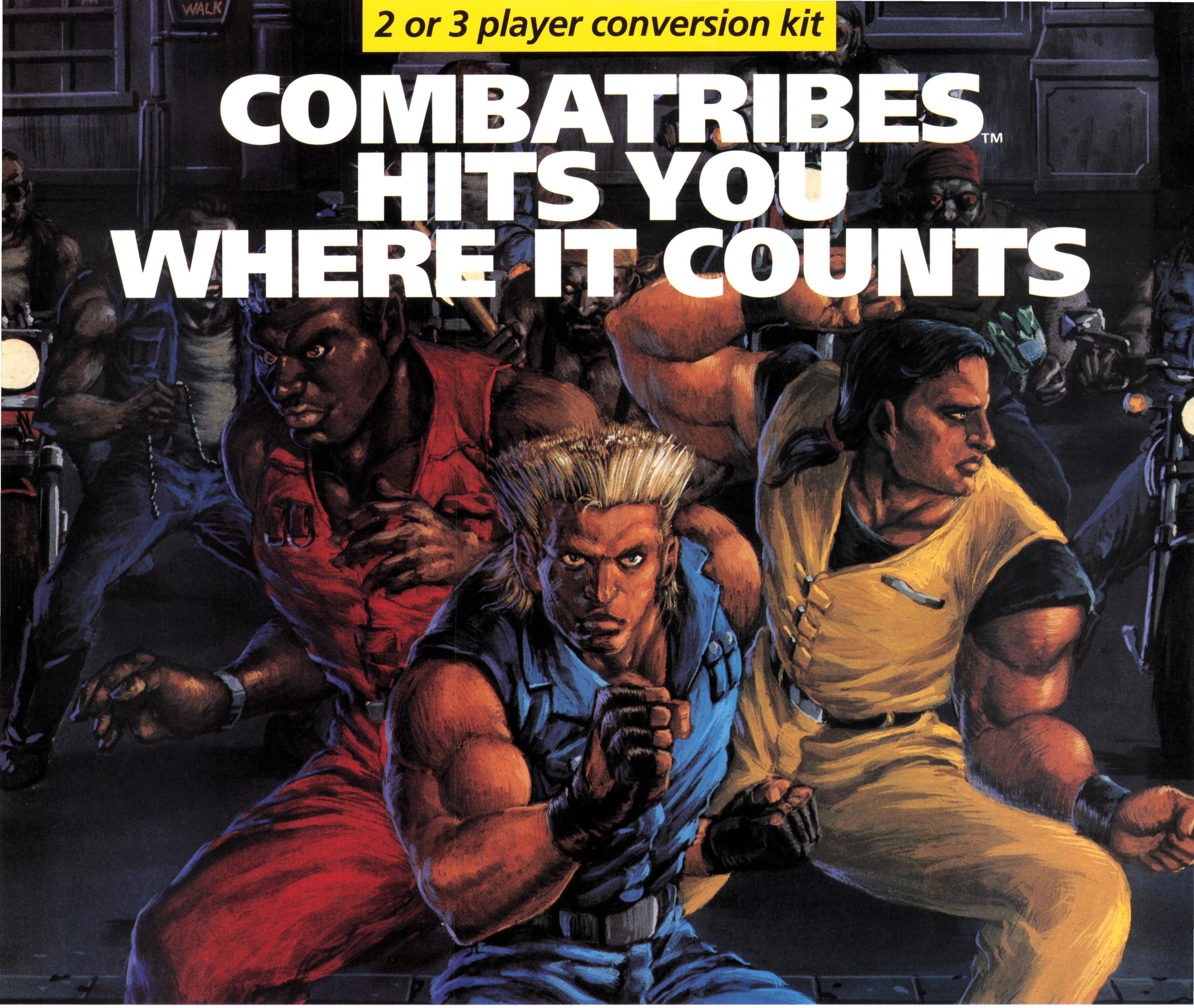
Of course, all of this means higher costs for operators and tighter profit margins. All the more reason for faster collection of information for reaction and decision. That is why we have purchased a product to speed the flow of data to our headquarters to quicken the decision making process. (See description of this system in the "News" section.)

As this business evolves, we must also change the way we manage it. If there ever was easy money to be made in this business, those days are long since passed.

Thomas F. McAuliffe
Vice President
Champions
Bala Cynwyd, PA

2 or 3 player conversion kit

COMBATRIBES™ HITS YOU WHERE IT COUNTS



...Right in the cash box.

Get set for non-stop action, and non-stop profits. Combatribes is one of the hottest arcade games in years. And early test markets prove it.

Here's street fighting like never before, incorporating the latest advances in graphics capabilities. Players won't believe all they can do. And you'll hardly believe all the quarters coming in.

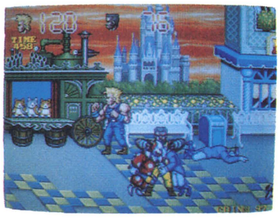
THE COMBATRIBES™

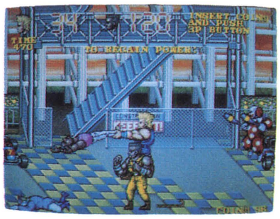
Another Technos™ first.

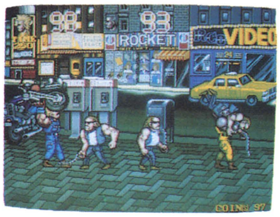
Combatribes is easily adaptable as either a 2-player or 3-player game—the choice is yours. **A flip of a dipswitch** is all it takes.

- Horizontal monitor.
- JAMMA adaptable universal conversion kit.
- Buy-in and continuation feature.
- Complete with graphics and hardware to convert multi-player cabinet.

Get ready. 'Cause Combatribe's going to get you— making every square foot count, right where it counts most. In your cash box.


Double elbow headbash


Feet-swing a villian



Lift and hurl motorcycles

TECHNŌS
american technōs inc.™

4805 S.W. Griffith Drive
Beaverton, OR 97005 (503)643-9768

UP FRONT

A love affair to remember

It has often been said that America has a long-standing love affair with the automobile. There is hardly one among us who cannot remember his first car. We have all marked stages of our lives by different vehicles we've owned or friends have owned. When we first gain access to that great liberator, the driver's license, we will drive anything. Just give me wheels!

Stage One: Whether it be a ''maw-maw'' four-door sedan or a jaunty two-seater sports job, we'll gladly take the wheel. A pickup truck? Sure, let me have the keys. Uncle Fred is here with his old relic, a VW beetle. I'll drive it just for the experience.

Stage Two: Only a two-door sports coupe will do. Something with an impressive sounding name like a Cutlass or a Celica. It definitely must look trendy and sleek with lots of glass all around.

Stage Three: After marriage and a family, the ''maw-maw'' four-door sedan looks pretty good. Perhaps even a station wagon, or better yet, a mini-van best suits your needs.

Stage Four: At retiree status, with the kids out of college and on their own, it's time for the ''real'' sports car: a little British number, the zippy 'Vette, or a loaded ZX. Even if this type of vehicle was previously affordable, it was terribly impractical. Now it's a reward for time served in the ''grocery getter.''

In the coin-op amusement industry, operators have been having their own love affair with the pool table. Even though some became enchanted with videos a decade ago and mistakenly lost tables to locations, they have returned to the fold. Nothing is quite as solid as a pool table. As one operator said, ''There's nothing I like better than setting pool tables.''

Here's the litany of advantages to the reliable pool table: 1) They are universally appealing to both genders and all ages, 2) Eight-ball and nine-ball are easy games to understand, 3) Pool tables don't have to be rotated; their lives are long on location (10 years is not uncommon), 4) Promotions through league sponsorship and tournaments translate to increased revenues for both the location and the operator, 5) Accessories don't cost an arm and a leg, 6) Maintenance requirements are reasonable, considering the steady return on investment, 7) A higher price per play is possible, 8) Pool is a time-honored sport enjoyed by average citizens and top executives alike, 9) Pool tables allow interactive game play and inspire friendly competition, and 10) They can be resold later for a fair value to home recreation rooms.

When operators talk about going ''back to basics,'' the pool table is one of the equipment categories they are thinking about. Operators looked elsewhere when videos declined drastically in the early '80s. Then the player base was reminded of the pleasures of playing pool when the feature film ''The Color of Money'' was released. The likable, up-and-coming Tom Cruise touched a nerve with younger players and the over-40 crowd heartthrob Paul Newman appealed to mature players.

Pool tables have been on a roll ever since. It's no wonder that for the last seven years AMOA members voted the Valley coin-op pool table as the ''Most Popular Other Game.'' Perhaps temporarily forsaken, the charms of the ''old flame'' have been rediscovered. ☐

Bonnie Theard

Bonnie Theard
Managing Editor

We Put It Together Right!

Your Custom Plush Pak™ Headquarters

Heineken
KNICKS
AWESOME
SOME
STOP
NO ALCOHOL
I'm Taking Offers
I ♥ AMERICA

Trust Your Plush To Us!

LARAMIE INTERESTS

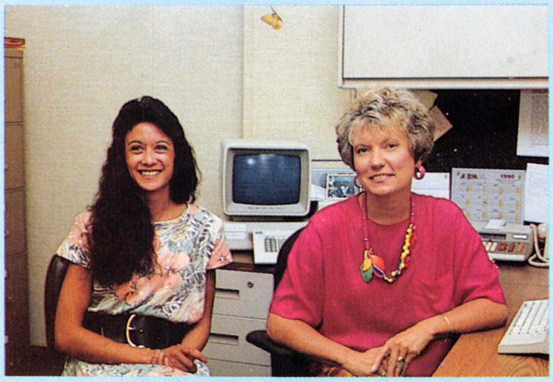
1-800-237-5874 1-800-521-8697

3635 WILLOWBEND BLVD., SUITE 318 • HOUSTON, TEXAS 77054

Award-winning Valley

Checking product blueprints: (l-r): James Griffiths, vice president of international opeations; Chuck Milhem, president; and Alan Schafer, vice president of marketing.

Discussing pool table innovation, (l-r): Bob Gatza, production manager (Bay City): Bruce Allen, manufacturing operations manager; and Don Kreil, director of purchasing (BayCity).



Vicki Seeber (l), receptionist, and Diane Kamer, assistant purchasing agent.

There are awards, and then there are AWARDS. One coin-op company that's garnered its fair share is Valley Recreation Products of Bay City, Mich. On June 27, Valley executives accepted the most prestigious honor yet bestowed upon the company: President Bush's ''E'' Award for Export Excellence. Congressman Robert Traxler and a high-ranking official from the U.S. Department of Commerce made the formal presentation at the Rayburn Building in Washington, D.C.

Members of the coin-op community know Valley today as the producer of a series of quality pool tables, electronic dart games, and accessory items for both sports. Few know that this 45-year-old company was first a producer of toys and novelty items. Valley eventually branched out into commercial shuffleboard lanes for taverns and created the game of *Bumper Pool*. Familiar with the requirements of a neighborhood tavern, Valley then developed a small coin-op six-pocket pool table to suit these locations.

The company was instrumental in starting the Valley National 8-Ball League Association (VNEA), which has grown dramatically in scope, and fostered interest in league programs that helped sustain many operators in the '80s. The addition of electronic darts in 1987 has accounted for much company growth and expansion in the international market.

''Pool tables have a strong ho
that continues to grow in the a
popularity. There's nothing th
for the time you receive.''

According to Chuck Milhem, president, ''Because of the expansion of our business, we have increased our employee count three times over. Much of the recent growth has come from the addition of darts and the resurgence of pool.'' Valley operates three manufacturing plants: the main plant and headquarters in Bay City, Mich., the cue manufacturing facility in Shakopee, Minn., and the electronic dart and related products facility in Sycamore, Ill.

One of the keys to Valley's success is long-term employees on all levels. Dick Shelton, vice president of manufacturing, explained, ''We are in tune with employee concerns and try to provide them with a good working environment. There is stability in each of our three plants. The population is stable and many employees are local residents.'' The company enjoys good brand recognition among operators and players alike, as well as a strong distributor base in the United States and overseas.

Darts—a growing market

Valley recognizes the potential of electronic darts. The current estimated number of dart games on location in North America is over 100,000 units, according to Alan Schafer, vice president of marketing. Since electronic darts are presently ''scattered,'' the future market is

s truly international

viewed as a possible 200,000 to 300,000 games in the United States. Foreign markets are increasing their demands for darts and Valley happily admits it will top the 25,000 unit mark in Europe this year.

"Overseas the market window is still many years down the road," says James Griffiths, director of international operations. "The number of pubs or taverns in western Europe is phenomenal. We see a very good business there for many years in both darts and pool."

Most European countries produce their own pool tables, making it difficult to penetrate that market. But a perceived move to play the American game of pool should prove beneficial in the future. Griffiths is optimistic and characterizes the overseas market as "buoyant." "We are very aware of international business," added Griffiths. "We answer every inquiry within a couple of hours." This approach is characteristic of Valley, winner of seven consecutive awards from the Amusement and Music Operators Association (AMOA).

d in the coin-op market, one
ftermath of video game
at gives you as much pleasure

Valley has dart games in every European country, even in Luxembourg. Other lucrative markets include Finland and Austria. Adds Griffiths, " We've made breakthroughs in South America, even placing units in Panama, Colombia, and Central America. We are also looking at African countries, which have a basis for dart play since many are ex-British colonies."

And what of the eastern European countries, now open to the West? Valley views it as "a long-term opportunity." Says Griffiths, "Our European distributor, NSM, feels the same. These countries have more immediate areas of business to tend to than recreation products. But when that market develops, it will be for refurbished equipment." NSM has anticipated the development of this market, establishing an office in East Germany (in Leipzig) and associate offices in Hungary and Yugoslavia. Hungary may be the most accessible market because it has been fairly open.

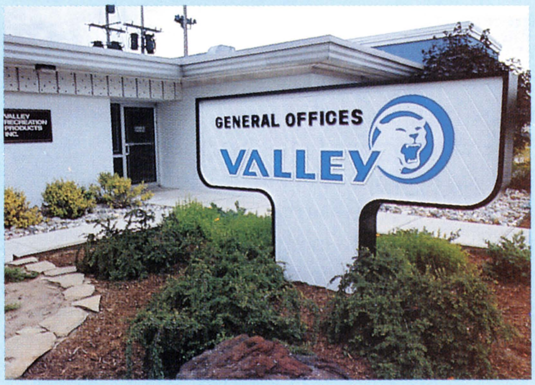
Griffiths explained that Europe has become a "homogeneous population," due to cross-culture activities and the Common Market.

Although not an "active" market, Valley feels that Japan should blossom. Electronic darts offer three strong points: 1) it appeals to the competitive nature of the Japanese, 2) the games occupy a small space and that is a precious commodity in Japan, and 3) the small stature of the Japanese makes them well-suited to the game. In fact, the game has universal appeal since it is a sport that does not require athletic ability for success.

Griffiths said, "It's most difficult for someone unfamiliar with elec-

Marketing and sales personnel, (l-r): Renate Campbell, Cathy Deshano, Melody Sutkowi, Alan Schafer, Dave Kristal, Emil Marcet, and James Griffiths.

Bob Shepard (seated), controller, with staff, (standing, l-r): Jill Pellitier, John Spencer, Carol Peters, and Connie Phillips.



The Bay City, Mich., headquarters of Valley Recreation Products.

tronic darts to understand automatic scoring. But when someone comes to the United States and sees the tournaments with the lights, scoring, and animated crowds, they get very excited.'' International interest can also be attributed to the establishment of the annual Valley Cup World Championships. On the domestic scene, Valley is a member of the AMOA National Dart Association (NDA), endorsing and supporting all of its activities.

Pool—the mature market

Pool tables have a strong hold in the coin-op market, one that continues to grow in the aftermath of video game popularity. New markets are opening up with the introduction of the sports bar concept and free-standing pool rooms that are emerging across the country.

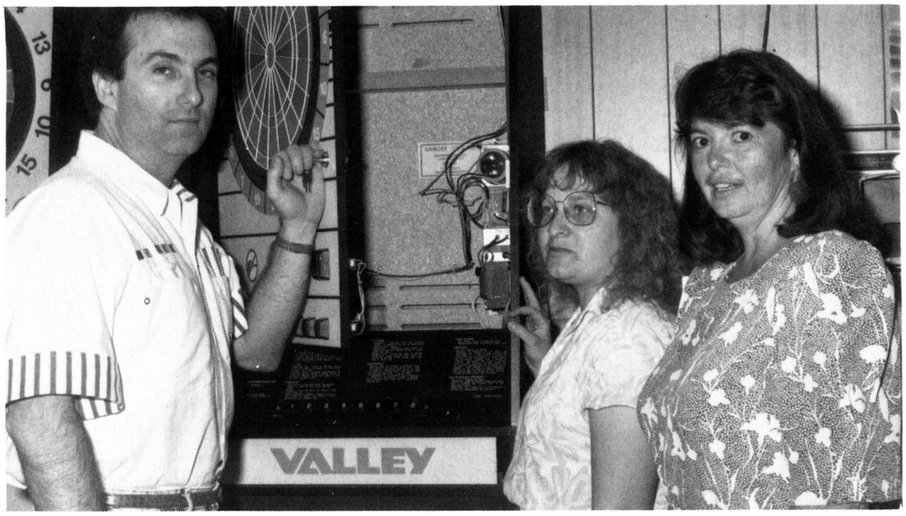
Milhem has his own theory on why there is a renewed interest in pool: ''A lot of positive things came together at one time. The idea of returning to basics, the success of the VNEA, and the popularity of the film, 'The Color of Money'.'' He is the first to admit that in the early '80s, ''Our volume reflected that pool was not number one in many operator's lines. The nucleus that formed the VNEA did address pool tables, even in the dark days. It's not too late for anyone to jump aboard—the elements of success are still there.'' Clear evidence can be seen in the 2,500 players plus 600-700 spectators who attended the 10th Annual VNEA Championships held in Las Vegas in June.

Schafer adds, ''We have to do less selling on league programs today than we did 10 years ago. Conceptually, there is not an operator who will argue with the value of league play. It's a matter of personal commitment to pursue it. Both the VNEA and the AMOA-NDA offer seminars for operators and support materials to help them be prepared to take that first step.''

Operators looking for higher price per play need look no further than their pool tables, where more than one player can enjoy a good time for a mere 75 cents. Most operators across the country have moved up to 75-cent play. Valley has taken the initiative and made it easy for operators to obtain higher prices since all their new tables come out with this setting from the factory.

''A game of pool is a bargain,'' says Milhem. ''There's nothing that gives you as much pleasure for the time you receive. If the operator gives good support and service, and presents favorable playing conditions (with quality cues and balls), the location will understand the increased cost.''

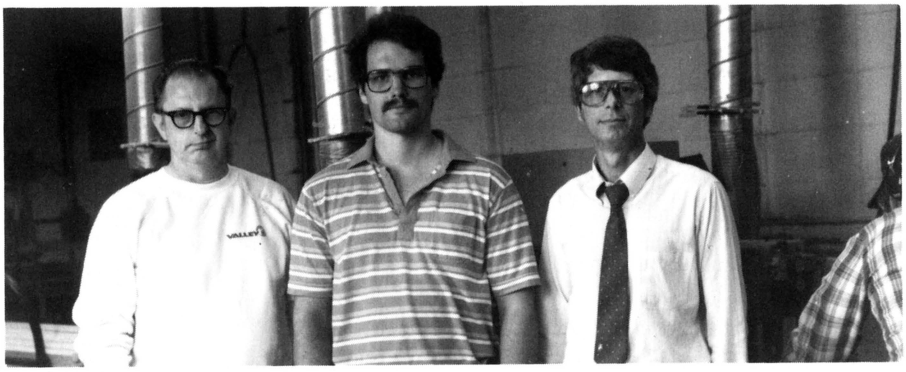
Support is important internally at Valley. All Valley personnel see a good future for their product lines. Said Milhem, ''The enthusiasm in tournaments, and friendship established with international players in recent months, shows a growing interest.'' At Valley, the criteria for successful equipment is simple: high-quality games with a long and useful life that provide a vehicle for competition. Customers have solid proof that Valley products stand the test of time. ☐



Other Sycamore, Ill., staff (l-r): Bob Corrigan, national service manager; Linda Smith, parts department; and Cathy Scarbrough, sales clerk.

OYAL DARTES
DARTES

At the Sycamore, Ill., plant (l-r): Sue Symmonds, director of manufacturing; Ed Miguel, director of engineering; Fritz Wierth, service manager; (NSM/Loewen); and Dick Shelton, vice president of manufacturing.

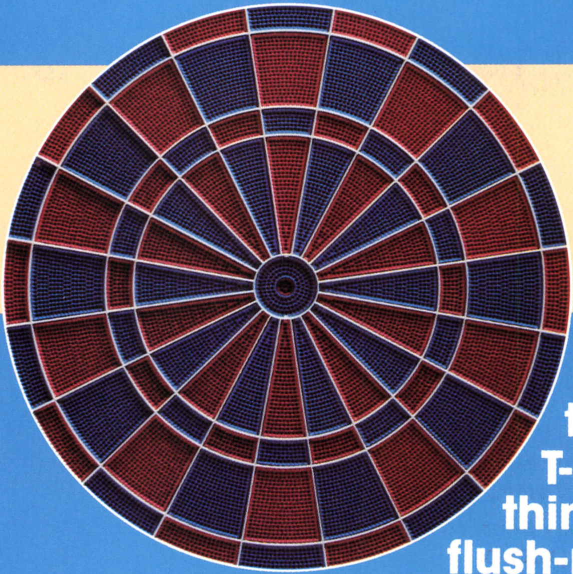


At the Shakopee, Minn., facility, (l-r): Eugene Malz, plant supervisor; Brian Grote, assistant plant manager; and Thomas Shelton, plant manager.

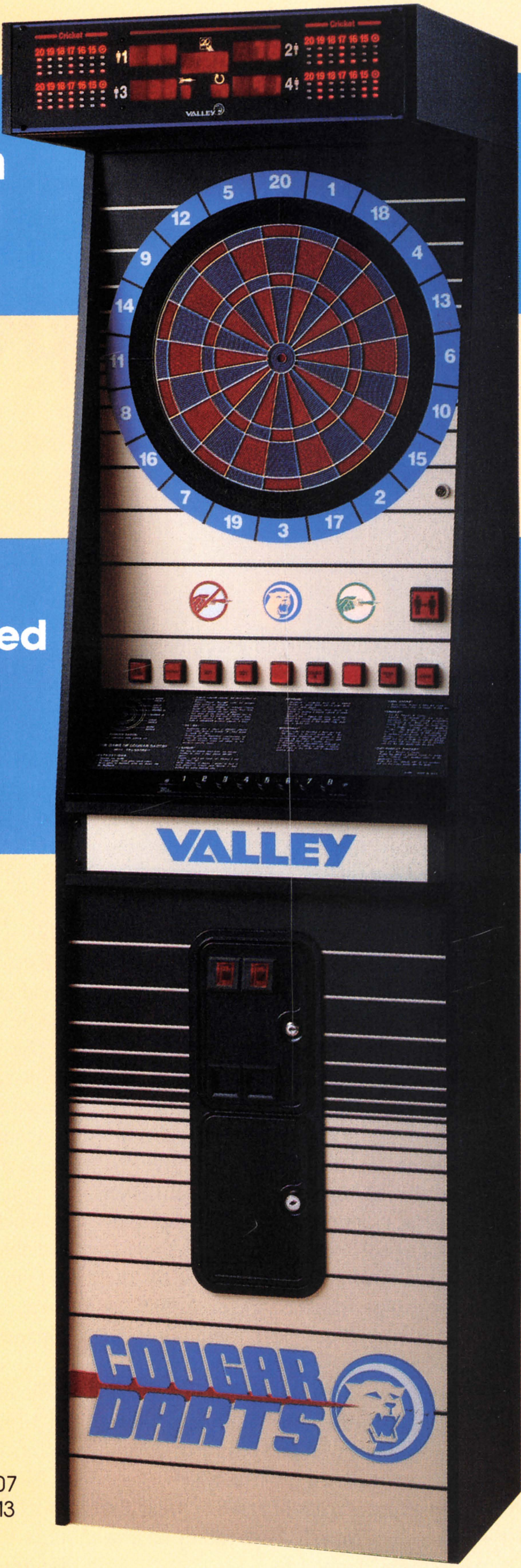
READY FOR YOU NOW!

New COUGAR DARTS from VALLEY®

Years ahead today so you can stay ahead for years to come!



Featuring the patented T-60/30 thin-line flush-mount “spider” target



- Flush-mounted for shadow-free, more satisfying play
- Spider is closest to bristle board to attract steel tip players; has 60% less spider area, 30% more hitting area for faster games
- American size target standard; interchangeable with International size
- Handles any soft tip darts weighing up to 30 grams
- Features Valley's selectable, patented double bull's-eye
- Cuts service to the minimum

Other features:

- Overhead scoring with 4-player CRICKET is **standard**
- All new player-appealing graphics
- LEAGUE SOFTWARE WITH FEATS READOUT

Ask to see the new COUGAR DARTS at your distributor!

VALLEY RECREATION PRODUCTS INC.

333 MORTON STREET, P.O. BOX 656, BAY CITY, MI 48707
(517) 892-4536 / 1-800 248-2837 / FAX (517) 892-6513

David Snook

The status of the European market

The market for coin machines in a Europe in turmoil is impossible to quantify. It remains—for the moment—the second largest video game market (after the United States), even ahead of Japan. The so-called "experts" have little hesitation in predicting that when Europe sorts itself out, it will surpass the United States in the ability to absorb output.

But the experts often don't have to pick up the tab for incorrect assessments of potential. There are but two indisputable and very major changes about to happen in Europe, and without venturing into the realms of pure speculation, both can at least be said to offer opportunities. It is the degree of opportunity which presents the imponderable.

For the 12 countries of the European Economic Community (EEC)—the Common Market for easy reference—there is the great unknown presented by the removal of trading barriers, or "1992" as it has simply become known. For the countries which formerly comprised the Eastern bloc, those cut off from the rest of the world by what Churchill referred to as an "iron curtain," there is the prospect of true democracy for the first time.

In both cases it could make or break the coin machine industry, depending on how the industry handles it.

Licensing arrangements

The practice of years has seen the satisfaction of the European market's demand for coin machines. This has been achieved by either creating and manufacturing games at home, manufacturing under license from the originators (usually the United States or Japan), or by importing. In recent years there has been a growing practice to manufacture under license. This was initially due to high import duties, but lately also because of the individual countries' increasing abilities in the field of quality control.

The appeal of manufacturing under license is obvious: principally, the considerable saving of transportation costs. But there are other factors, such as instilling a localized determination to protect original integrity.

Whether it is a licensing agreement or distributorship, the pattern has been one of appointing one company in each country to represent the originator. Even when the Japanese took over the market and initially messed it up by appointing multitudes of "exclusive" distributorships, the situation in time settled down to a basic one-company, one-country arrangement.

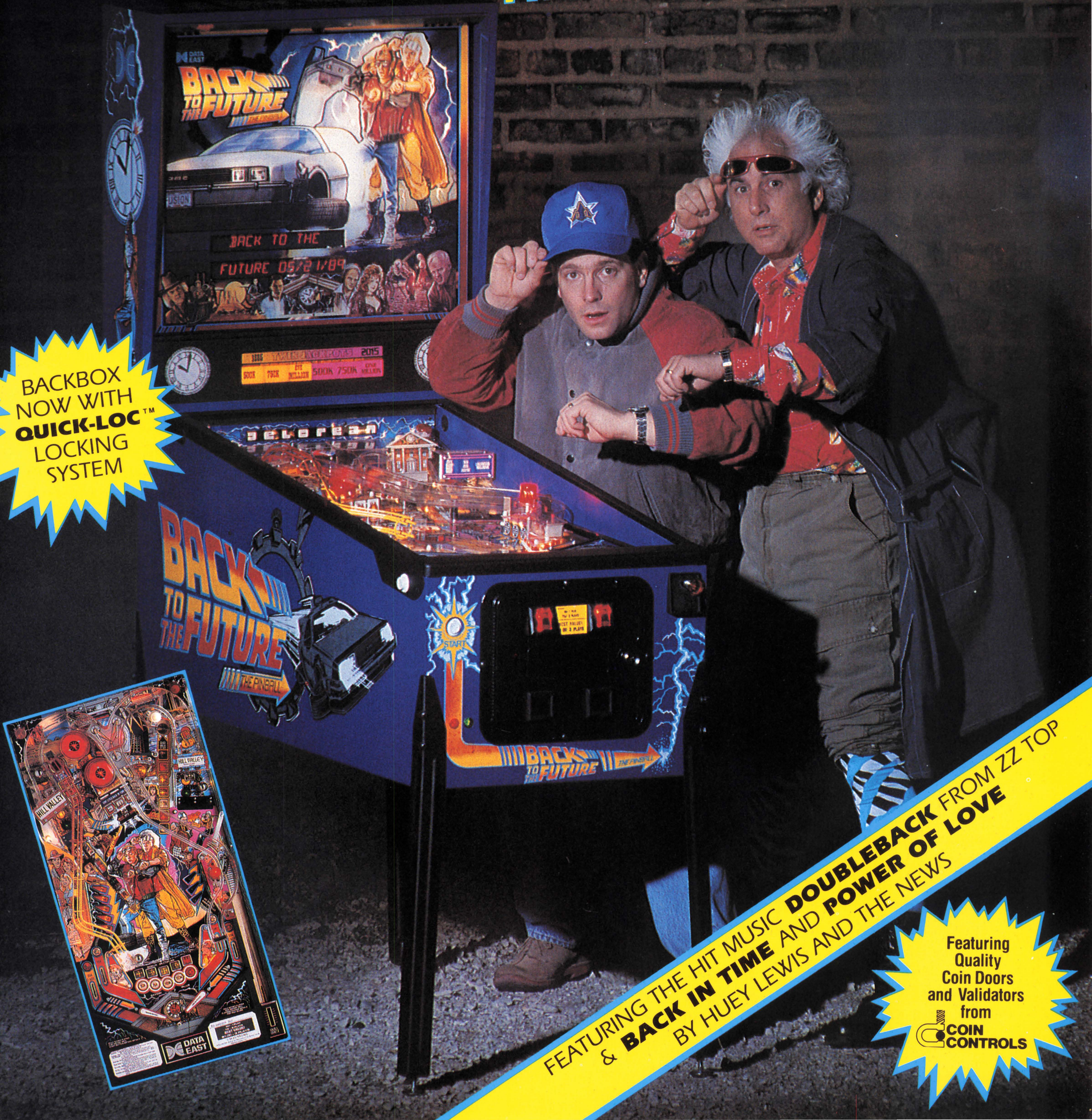
That may be altered by the implications of 1992 in the EEC. Effectively, it means that between the United Kingdom, Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Holland, Portugal, and Spain, the trade barriers will come down.

For the coin machine manufacturer in Madrid, it will in theory be no more difficult to send machines to Brussels as it will to Cadiz. Again, in theory, it will be equally as simple for an operator in France to service machines in Calais and across the Belgian border in Ostende. In other words, the welter of paperwork necessary to transmit goods and services across borders—and most importantly, the import duties that go with it—will be removed.

I say in theory, because in practice so much of what the swarming hordes of civil servants pronounce from the Brussels headquarters of the Economic Community falls upon deaf ears. With the best will in the world, however, one has to concede that this instance of EEC directives appears to be headed towards a reasonable degree of concurrence throughout the community.

Where once the Spaniards furiously exported wherever they could, safely sheltered behind a barrier of trade exclusions and import duties to protect their very own lucrative coin machine market, they will now lose that immunity to foreign competition. On the other hand, the Spaniards have shown themselves

BACK TO THE FUTURE™
THE PINBALL


DATA EAST
BACK TO THE FUTURE
BACK TO THE
FUTURE 05/21/89
DeLorean
BACK TO THE FUTURE THE PINBALL
START
HILL VALLEY

BACKBOX
NOW WITH
QUICK-LOC™
LOCKING
SYSTEM

FEATURING THE HIT MUSIC **DOUBLEBACK** FROM ZZ TOP
& **BACK IN TIME** AND **POWER OF LOVE**
BY HUEY LEWIS AND THE NEWS

**Featuring
Quality
Coin Doors
and Validators
from
COIN
CONTROLS**

remarkably resilient to trading adversity in coin machine terms. They have their own business at home reasonably well locked-up, so getting into the market is not going to be easy.

The slot market

The immediate targets for cross-border involvement are going to be those countries with the most buoyant coin machine trades—and we don't mean those with the most video games or the most pinball machines. In Europe, where they are permitted, slots are just as much a coin machine—an amusement device—as a pinball or a pool table. The American view that slots are different, another market completely divorced from amusements, is an isolationist one. In Germany, Spain, Holland, and the United Kingdom, carefully controlled slot industries thrive, and those who operate them do so alongside ''pure'' games.

> ***''Players in the East have been starved of games and will view five-year-old videos as manna from heaven.''***

Forget those preconceived ideas about Las Vegas and Atlantic City. Those slots are in Europe, but they are generally confined to casinos. What we're talking about is a watered-down variety involving low stakes and low prizes, as little as 30-cent play and a top prize of $7. Sure, it's gambling, but without the heat. Consequently, it is regarded more as an amusement with prizes, rather than a gambling machine. Heavily controlled by good legislation, which has been carefully honed over the years, the four strong slot machine countries between them have a model system if the best aspects of each are pooled.

These are the strongest coin machine markets because they have the extra and most substantial income generated by these modest slots. And empires have been built around them, massive operating companies of high sophistication.

In the United Kingdom, for example, so many of the pubs—locations for slots, video, pool, and music—are owned by breweries that hundreds of locations can be locked up by one deal at a time. Massive operators have resulted, in one case hitting 50,000 pieces of equipment within one organization. The same is true of West Germany, where for different reasons the Gauselman empire has virtually taken over the majority of the industry. In Spain, Franco and Cirsa dominate.

Euromat: keeping a watchful eye

After 1992, therefore, expect to see some massive cross-border acquisitions, as the restrictions built into each system to dissuade suspicious foreign predators have to be removed. Some of those big companies have huge resources ready and waiting.

Watching it all with myopic fascination is Euromat. The roots of this pan-European trade association go back nearly 20 years to a few men of vision, who looked forward to a time when Europe would have one law for just about anything, including coin machines. The idea was to create one trade association to communicate between national organizations; to oversee ''one-day, one-law'' for all the continent; and to protect the entire industry against the possible ravages of blundering politicians in Brussels.

High falutin' though the aspirations might have been, the reasoning was sound enough, even if one applied a jaundiced eye to it and assumed that it was really a meeting place for trade associations desperately keeping watch. They may have wanted to ensure that someone else's bad laws weren't foisted upon them. Alternatively, those with recognizably bad laws wanted to be there to ensure that they got something they didn't already have. Whatever their motives, Euromat has jogged along comfortably all these years, gradually gathering beneath its cozy skirt as many as 14 trade associations.

The real muscle remains with Britain and Germany. These are the two longest-established ''slots'' countries with the most stable laws and best-organized trade associations. The British have the advantage, having in 1973 amalgamated all of its trade associations into one powerful organization. It has the ear of the government and the financial clout to make its views felt in the courts, if need be.

The Germans, on the other hand, have several organizations with a history of internal wrangling. Each is determined to preserve its national advantages in any community law. These two protagonists each feared the other more than anyone else.

In reality, however, what would be best for Europe is a composite regulation that takes the best from each system. There is much to be said for the German PTB system, for example, a method of government testing to ensure that machines in the slots sector come up to a standard.

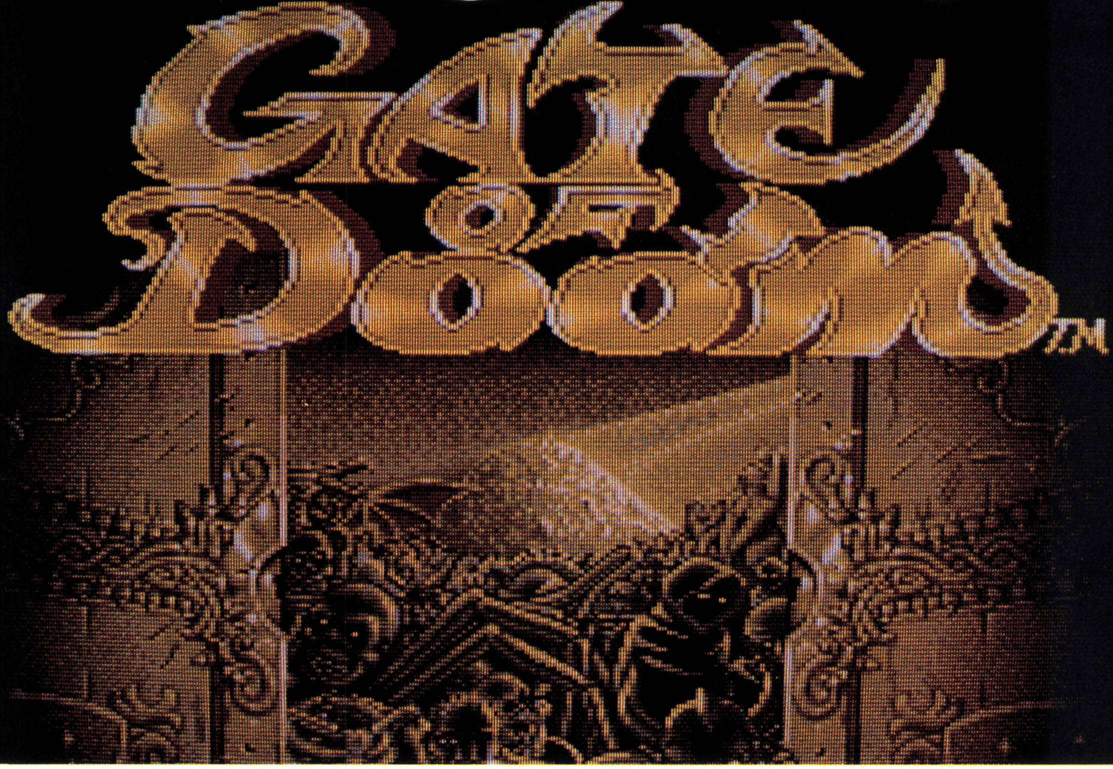
But there are mixed feelings about the necessity to throw machines away, to break them up after three years. It has led to a tiny nucleus of very powerful manufacturers. The play cycle of a mind-bending eight seconds would be unacceptable. Similarly, the British system, which has bred brewery power, would probably prove bad for Europe. The most recent set of laws to govern gaming machines came to Holland only two years ago. That country attempted to pool the best of both systems and did a good job of it.

To all of these countries, video games, pinball, pool, jukeboxes, and novelties are but ancillary equipment. But in the remainder they are the very stuff of life, the industry's bread and butter. Europe remains the strongest world market in video games (outside of America). Europe is even ahead of Japan.

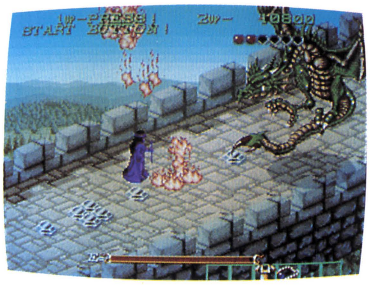
This makes it big business. The Japanese and American producers of games are naturally concerned with what is likely to happen to a large slice of their export business once 1992 arrives. This is effective in 1993, actually, as the barriers come down on Dec. 31, 1992.

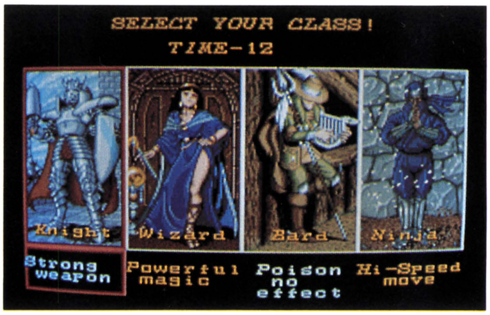
A measure of that concern is the increased activity of majors from both countries in establishing footholds in Europe. It is an open secret, for example, that Williams made inquiries about one or two British companies which came on to the market, while Bally has opened a London office for its casino equipment sales. Atari establish-

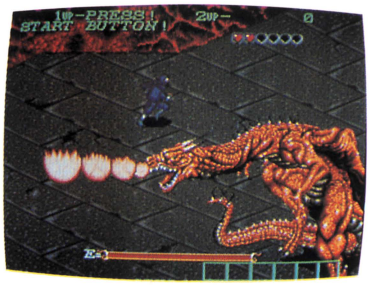
Perform Some Earnings Magic.

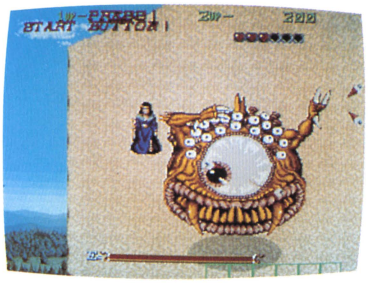

GATE OF DOOM™

A Two Player Game of Magic Spells, Fantasy Role Playing and Rich Graphics That Will Keep Your Players Spellbound!


1UP-PRESS START BUTTON!
2UP-
10800


SELECT YOUR CLASS!
TIME-12
Knight
Wizard
Bard
Ninja
Strong weapon
Powerful magic
Poison no effect
Hi-Speed move

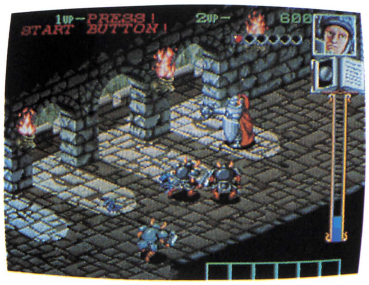

1UP-PRESS! START BUTTON!
2UP-
0


1UP-PRESS! START BUTTON!
2UP-
200

SEE YOUR DATA EAST DISTRIBUTOR OR CONTACT:

DATA EAST

DATA EAST USA, INC.
1850 LITTLE ORCHARD, SAN JOSE, CA 95125
(408) 286-7074

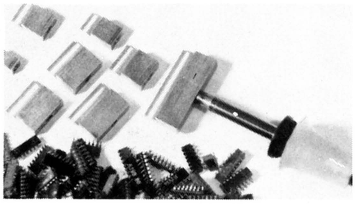

1UP-PRESS! START BUTTON!
2UP-
800

© 1990 DATA EAST USA, INC.

REMOVE IC's FASTER!!

With this simple invention, than any other method, including $6,000 vacuum soldeirng stations.

- Salvages 100's of good IC's per hour
- Won't damage IC's or circuit boards
- Removes 6-40 pin IC's
- This is a Money Making, Labor-Saving Tool



ORDER NOW

We pay shipping on pre-paid orders

COMPLETE SET of
8 Desoldering Tools
$89.95

REPAIR TECHNIQUES ON VIDEOTAPE

These secrets have allowed one man to be the sole repairman for over 4,000 video games and pinball machines. For video games & pinballs. Fix the easy ones; carry the hard to fix ones back to town for repairs. These videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments (:31) $39.95
Video game repairs (:36) 39.95
Pinball repairs (:44) 39.95
How to use a volt-meter (1:51) 39.95
How to use an oscilloscope (1:07) ... 39.95
How to use a logic probe and logic pulser (:53) 39.95
How to solder like a pro (1:30) 39.95
With lots of timesaving circuit board repair techniques
All About diodes (includes rectifiers, SCR's, triacs, LED's) (:55) 39.95
All About transistors (:56) 39.95
How to Read schematics pt. I (covers monitors, how to find monitor problems with wiring diagrams, gives symptoms, where to look, covers both Raster Scan & XY monitors) (:56) 39.95
How to troubleshoot digital Intergrated Circuits (includes micro processors, what goes wrong & how to find it, how to use the best literature on IC's and where to get it) (1:45) 39.95

OUR NEWEST TAPES:
How to select and hire the best electronic technician 39.95
Electrical contacts, connectors, connections and problems-symptoms and good cures 39.95

Send payment with order
or add $2.00 for COD

VIDEO REPAIR SCHOOL
P. O. Box 121, Glen, MS 38846
(601) 287-1594

ed a factory in Ireland long ago to build its game for Europe and also has a London office. Taito has opened an office in London, and Konami first opened a consumer goods office in Frankfurt before coin-op moved in there as well.

Now Nintendo has announced plans for an enormous distribution and administration depot in Frankfurt. It's for Nintendo's consumer goods only at this stage, but Konami proved the thin edge of the wedge, so don't be surprised if coin-op didn't open up there too. Sega of Japan has openly courted one or two British manufacturers of slot machines with a view to buying into an already substantial and successful market, while at the same time giving them a local production plant for their games.

And make no mistake: some of these companies are sitting on veritable mountains of cash, capable of buying not just operators but huge sectors of the business at a swoop.

The situation in the "new" iron curtain

No one knows exactly what is going to happen in East Germany, Czechoslovakia, Hungary, Bulgaria, and Rumania—not to mention the Soviet Union and its satellites. The "new" democracies have a mind-bendingly complex job on their hands just to assimilate to their new political freedoms without considering yet the implications of coin machines.

This also makes them very vulnerable, so the stories emanating from the East to the effect that the big Western companies—and not a few enterprising entrepreneurs as individuals—are already setting up companies in these countries to make the most of whatever might come in a few year's time.

It is reminiscent of parts of Europe in the early to mid-1960s, when the absence of laws on slot machines led to huge grey areas. The upshot was that countries like Sweden, Finland, Norway, and Belgium were effectively lost to the coin machine industry. Unscrupulous and greedy operators pushed slot machines of the jackpot variety into these countries for a short-term gain.

In so doing, they effectively shot the industry in the foot, because the respective governments found the games and the way they were operated intolerable. They closed the businesses. It may not happen in the East, but those of us with long memories fear the worst.

In the meantime, the obvious conclusion is that Eastern countries will become the dumping ground for second-hand machines coming out of Western operations. This is likely to be the case for several years. There is nothing particularly wrong with it, since players in the East have been starved of games and will view five-year-old videos as manna from heaven.

In any case, the comparative absence of hard currency in these countries will dissuade many Western operators and distributors from going in too heavily at first. There may have to be an element of trading initially, sending in games and taking the money in goods: lumber, leather, grain, knit wear, and things of that sort. But one should not forget the adept way in which the Eastern bloc can acquire black market currencies. There should be a few dollars about to buy if the seller insists.

To facilitate this big new market opening up, many Western companies are already establishing themselves in the East. East Germany is an obvious target for West German companies; most of them have already made their arrangements. Similarly, the Italians have been extremely active, and the British have been quietly establishing themselves, ready for whatever might happen.

Conclusion

This all combines into an intriguing mish-mash of complex international dealing (and double-dealing); of momentous events opening up total enigmas; of opportunities for the bold; of welcoming sirens for the foolhardy to rush into. Politics, both national and commercial, come into it, as do national jealousies and the delicate sensibilities of public opinion. Put them all into the pot and you have the European coin machine industry today.

Who'd like to predict the outcome? It takes a better man than I. ☐

COIN CONCEPTS BRINGS FUN TO KIDS... AND $$$ TO YOU!

JR. ALL AMERICAN

A pint size version of the ever popular basketball game, Coin Concepts presents the Jr. All American. Dimensions are 84" deep, 33" wide and 78" high. Some game features include digital readouts for time and score, ticket and free play optional settings, and selectable coinage. The heavy duty construction will withstand years of constant use.

TOSS EM

Coin Concepts' exciting new kiddie game that's not just for kids. A game that has no rules for playing! The dimensions of 60" deep, 34" wide and 74" high fit all space conscious locations. Features include a basic game presentation for immediate player recognition, attractive graphics and sound, multiple ticket award levels, winner strobe lights and four coinage levels including free play. An absolute winner.

STARBURST

THE OPERATORS AND PLAYERS FAVORITE

This colorful, eyecatching new one player coin pusher by the KW Systems is loaded with high earning bonus features. Players control the slide coin entry and playfield movement. The flexibility of the features make this game acceptable in most locals. Dimensions are 25" deep, 72-1/2" high and 29" wide. A special sized promotional token issued by an adjustable bonus feature makes Starburst a favorite for the players. Starburst's meters, tilt alarm, ticket and/or token capability, and wider play field design makes the Starburst a favorite for the operators.

Your One Stop for Redemption Equipment

Consultation Service

Coin Concepts, Inc.

12 EDGEBORO ROAD, UNIT 4, EAST BRUNSWICK, N.J. 08816
TEL: (201) 390-9009 • 1-800-462-COIN • FAX NO: (201) 390-3373

David Snook

European associations face off in Brussels

It was like a Greek tragedy. The actors all knew their lines, right down to the "heavily whispered asides." The dramatic interposes were carefully rehearsed and the predictable conclusion was almost prosaic in its complexity and confusion.

It was the annual meeting of Euromat. The leaders of 14 European coin machine trade associations met at the Sheraton Hotel in Brussels, Belgium, on May 22 to carry on its "watchdog" brief of the European Community. Basically they were there to ensure that the politicians don't do anything nasty to the coin machine business.

In spite of its serious purpose, the meetings often turn into illustrations of why so many people firmly believe that there's very little unified intent between the various countries involved. The purposes behind Euromat are to ensure that the EEC Parliament in Brussels doesn't implement coin machine laws potentially damaging to the national laws already existing in member countries, deter one uniform system of testing from being adopted which may be inoperable for the amusements business, and make sure that a ban on gaming machines (slots) is not imposed on the unsuspecting industry.

The principles are unshakable in good sense and intent. Conceivably, with Euromat in place, concerted action may be initiated in the early stages of legislative proceedings to head off anything undesirable. However, good intentions do little to avoid the the internal politicking that so often accompanies the activities of Euromat. These internal bickerings create interest, fascination, and sometimes downright fun for the rest of the European trade—in the absence of anything "nasty" from the thus far docile European politicians.

Belgium, Holland, France, Spain, Italy, Great Britain, Ireland, Northern Ireland, Austria, Denmark, Malta, Portugal, Switzerland, and West Germany are among the members of Euromat, which is not necessarily confined to EEC member countries. Each trade association is represented within the federation—in some cases in multiples. There are, for example, three West German trade associations.

Each has a block of votes dependent upon the size and strength of their coin machine industries. Great Britain and West Germany, for example, each have 12 votes. Spain, France, Italy, and Holland have successively fewer and so on down to the "minnows" with just two votes.

The strength of their markets is generally dictated by whether or not they have legalized "slots" or similar gambling machines, in addition to the obvious video games, jukeboxes, and pinball games. By this standard, the British, Germans, Spaniards, and Dutch are regarded as the "rich" countries. Belgium was recently added to this list for its permitted bingo tables.

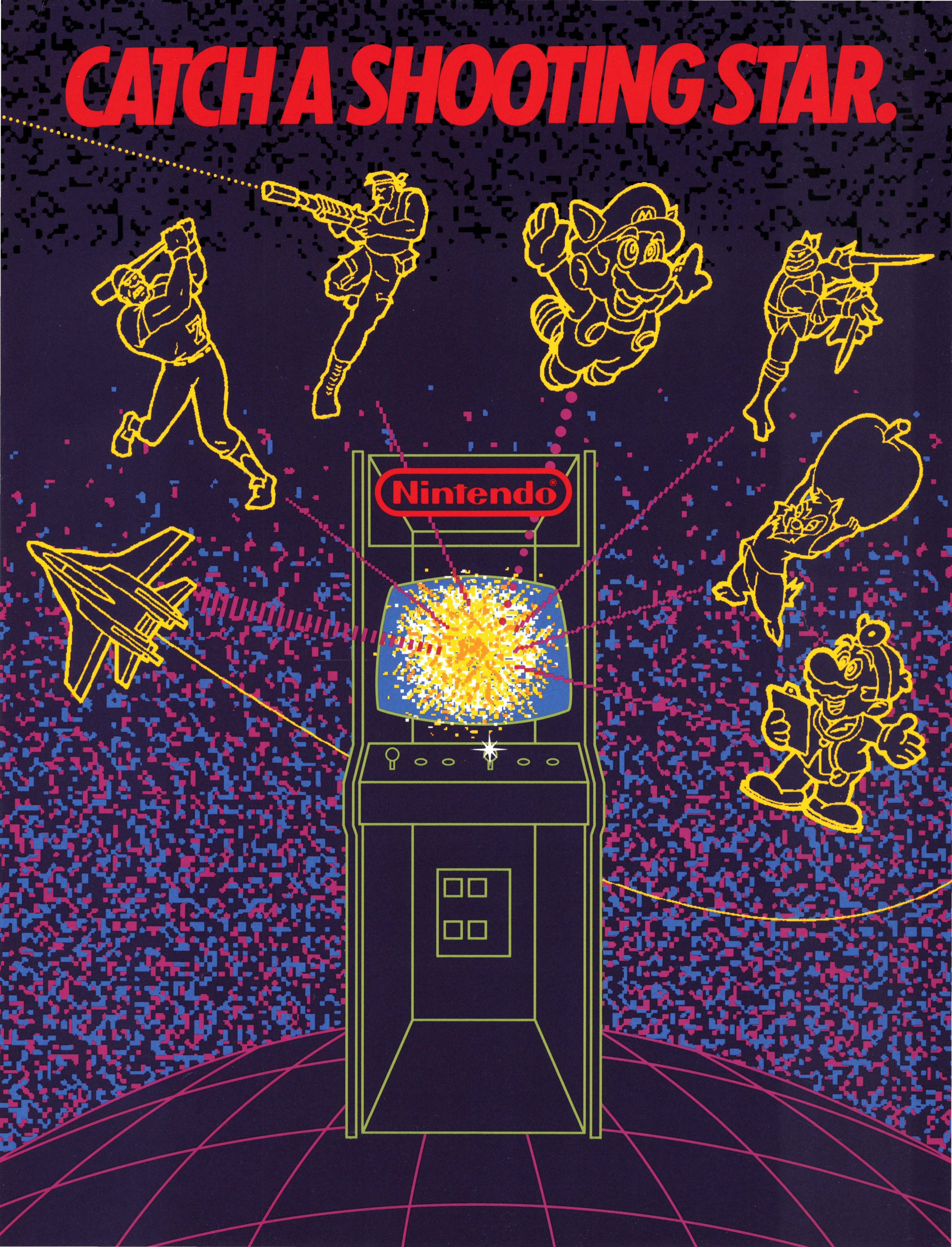
Euromat is often seen as more of a watchdog of one trade association, or country, over the aspirations of the others. The British, for example, will be there as much to make sure that if common laws on gaming machines are adopted it will be the British system rather than the German one that gets the vote, as much as they are there to watch the EEC politicians. Many of the member trade associations are seeking to protect what they have from predators in neighboring countries. Others, of course, without the income generated by slot machines, are there to seek those benefits for their own countries.

The protection of self-interest is very much a keyword among Euromat member associations. One of the cornerstones of any trade association is its determination to protect the interests of its members.

Keeping this in mind, the scene was set for a meeting somewhat dull in the absence of proposed legislation. The agenda promised a debate on the funding of a permanent general secretary for Euromat to replace the current three part-timers already engaged as full-time secretaries for the British, German, and Belgian trade associations respectively. Also slated for discussion: a proposed debate on the possibilities of adopting a code of conduct for general application throughout Euromat member associations.

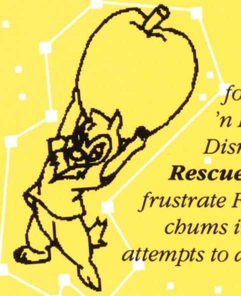
The relish on the hamburger came from a delicate piece of in-fighting between two Belgian trade associations, which threatened to break out into the open, leaving the somewhat staid European Unitarians blushing at the suggestion of scandal.

Belgium is a small country in a unique situation in coin machine terms. It permits bingo games, pinball lookalikes that are really thinly-disguised gambling machines banned in most countries. In the topsy-turvy world of the international coin machine industry, countries have accepted

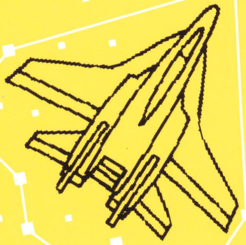

CATCH A SHOOTING STAR.
Nintendo®

Nintendo Releases A Whole New Galaxy Of PlayChoice Titles.

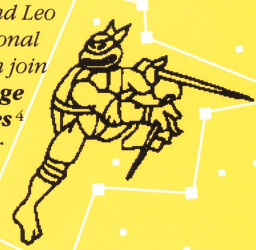
*Our ever popular video heroes, Mario and Luigi are back and better than ever in **Super Mario Bros. 3**™. New worlds, new enemies, and new special suits with amazing powers make this the most exciting adventure yet!*



*Players join forces with Chip 'n Dale and their Disney pals in the **Rescue Rangers**[3] to frustrate Fat Cat and his chums in their sinister attempts to destroy the city.*

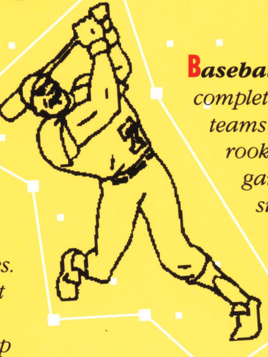


*Alien invaders are draining the Earth's energy. As **Captain Skyhawk**[1], it's the player's job to stop them. All the speed and firepower of a fully equipped, F-14VTS jet is at their disposal.*



*Don, Raphael, Mike and Leo have become international heros. Now players can join in the action as **Teenage Mutant Ninja Turtles**[4] struggle to protect their friends from the evil Foot Clan.*

Super C[5] kicks into action where Contra left off. Players take on a whole army of demented alien soldiers led by the vile Red Falcon. Simultaneous play lets two players challenge the game's eight levels of excitement!



Baseball Stars[2] gives players complete control to choose leagues, teams and players—from green rookies to the true heroes of the game. And now, exciting simultaneous play means two players can push each other to the limit!

*Players of all ages are lining up to help **Dr. Mario**™ conquer the world's most harmful viruses. Game action is fast and colorful, as players try to stop the diseases from spreading. Watch out, the excitement is contagious.*

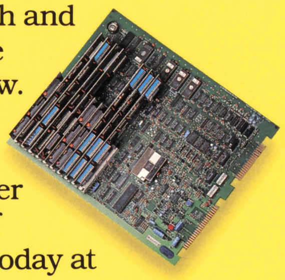
PlayChoice is Still the Leader in the Race for Space.

Profitable space is the last great frontier in the business. That's why establishments around the world are installing the PlayChoice Entertainment Center™, the game system that offers ***more*** exciting entertainment per square foot. All of Nintendo's brightest stars are available for installation on both PlayChoice™ Upright and CounterTop models. And when you give your players the hottest game choices, they'll come back to play again and again.

Nintendo
PlayChoice
Dr.MARIO
TOP 0010000
SCORE 0000000
LEVEL 16
SPEED MED
VIRUS 68
ENJOY SEVERAL GAMES WHILE TIME REMAINS!

Make Your Move to the Next Dimension in Profitability.

With PlayChoice, the choice to be successful is all yours. And remember, installing new games is a simple, two-minute, do-it-yourself job. So you can rotate games between your PlayChoice locations and keep the action fresh and exciting. Make your move now. Call your authorized Nintendo dealer or Nintendo of America Inc. today at 1-800-633-3236.



Nintendo®

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98073-0957
206/882-2040, 1-800-633-3236
Fax: 206/882-3585

© 1990 Nintendo of America Inc.,
TM and ® are trademarks of Nintendo of America Inc.

---

[1] © 1989 Milton Bradley Co. Program and audio visuals by Rare Ltd./Rare Coin-it, Inc.
[2] TM and © 1989 SNK Corporation of America
[3] © The Walt Disney Co. Produced by Capcom Co., Ltd. CAPCOM USA, Inc.
[4] Teenage Mutant Ninja Turtles ® and © Mirage Studios, USA Trademark use granted to Konami under license from Mirage Studios Inc. TM and © 1989 Konami Industry Co. Ltd.
[5] TM and ® 1990 Konami Industry Co., Ltd.

All titles are subject to location testing.
Game release dates may vary.
Printed in U.S.A.

slots and reject video games or declare pinball machines gambling devices, paradoxically throwing the baby out with the bath water. Belgium declared slot machines illegal but tacitly accepted bingo games.

That ruling has never been popular in that country, despite the fact that the Union Belge de l'Automatiwue (UBA) actually spearheaded public opposition to slot machines in the early years. The UBA, which incidentally supplies Euromat with its president, Willy Michiels, and one of its joint secretaries, Omer de Muchk, is as keen to see the bingo table survive in Belgium as its British, Spanish, German, and Dutch counterparts are to see the survival of their legalized slots.

However, the fledgling Amusement Machine Association (AMA) of Belgium views it quite differently. UBA set its face against AMA when it wanted to join Euromat. AMA is headed by the mercurial Henry ''Hank'' Grant, the colorful owner of one of the largest arcades in the world on the Belgian coast. Henry is also very well known on the international coin machine front, and a familiar face at most of the world's coin machine shows. His father, Sol Groentemann, goes back 60 years. He ran a string of amusement centers in Pennsylvania and a Bally sales agency prior to moving to Belgium after the war.

Henry and his membership of around 80 individual amusement arcade owners from around Belgium, with a scattering of travelling arcades operated mainly on carnival sites, sees the return of the slot machine as fundamental to the future of the industry in Belgium. The Euromat tag on endorsements will indelibly imprint the credentials of his organization and its aspirations in the minds of the lawmakers. It is not hard to see why the UBA should be so bitter toward AMA.

The first shots were fired in 1988 when AMA, which had been in existence two years, first applied for membership. The UBA, with its network of Euromat hierarchy, was ideally placed to thwart any attempt. The first rejection to AMA was on the grounds that it had not been around long enough.

It was told to reapply in 1989. When it reapplied in 1989 it was told that it did not have evidence to show that it was officially accepted as a nationally based association, nor was its office a part of another business premises. The implied understanding was that there would be no problems in 1990 if AMA could satisfy the Euromat demands on these two points.

When Henry Grant returned this year, he was told that he should have put in another formal application more than 28 days prior to the meeting. He countered that he had been left with the understanding that it would come up automatically. In addition, in 1989 Euromat firmly told UBA to hold talks with the AMA to settle the issue. UBA had made no attempt to do so. The official line to AMA was that it had missed the boat again.

''The strength of their markets is generally dictated by whether or not they have legalized ''slots'' or similar gambling machines.''

This was too much for some to swallow. During the meeting at the Sheraton, from which Grant and his delegates again had been excluded, Spain's Eddie Morales rose to express concern at the way in which the whole matter of the AMA application for membership had been handled. He demanded a special meeting of Euromat to reexamine the application.

Under Euromat rules, if a member country demands a special meeting and the proposition is seconded and duly carried, it has to be held within six weeks. Northern Ireland seconded the Spanish proposition.

President Willy Michiels, who is also president of UBA, declared himself personally involved and vacated the chair for the debate in favor of first vice president Michael Shefras from Great Britain. Shefras outlined the circumstances of the case as he saw it. He then made it plain that if the vote was successful, then the proper procedure would be for a presidium consisting of himself and vice presidents from Great Britain, Germany, Holland, Spain, France, and Italy to meet within six weeks to discuss the matter. It would then make a recommendation to the special meeting, which would have to be held within six weeks of that date.

He also invoked the ire of the UBA by declaring that Belgium should not have a vote at that presidium. He overruled the UBA protest, insisting that UBA should not be able to sit as judge and jury over a rival trade association. He granted that UBA would still have an opportunity to vote on the issue when it reached the special meeting.

Support for the AMA case came from the British delegation in the discussion which followed. The Italians were worried about the costs of a special meeting and the French were downright suspicious of everyone's motives. So the debate dragged on.

Put to the vote by Shefras, the 74 votes cast were split: 32 in favor, 30 against, with 12 abstentions. Shefras announced that the presidium to discuss the AMA application would duly take place in about six weeks. This brought an immediate protest from the UBA, which attempted to convince the group there needed to be a 75 percent majority for the vote to pass. Shefras dismissed the protest and said that a simple vote was all that was necessary. ''Common sense must prevail or we make ourselves a laughing stock,'' he admonished UBA.

The Amusement Machine Association of Belgium is therefore on its way, with the hurdle of a presidium recommendation to climb and then the final test, somewhere around late summer when the special meeting will hear its case.

Europe's coin machine ''United Nations'' democracy won in the end. But it took a 'round about way. The entire episode was also a wonderful example of what may be to come when the European Parliament really gets down to looking at legislation which may please some but displease others in the coin machine sector.

It all adds up to a fascinating prospect. ☐

Valerie Cognevich

Leagues get people into locations

Major crackdowns in the form of drunken driving laws have affected the multitude of bars and taverns, which have depended solely on customers' drinking to make their living. Times have changed and locations are finding that they must be inventive in coming up with ways to lure people into their places—for reasons other than drinking 'til they drop.

Operators realized that as bar location patrons began spending less time in their favorite watering holes, the revenues on the games and jukeboxes in those locations dropped accordingly.

Two businesses intertwined were looking for the same solution—finding ways to get more people into locations. For many operators, as well as location owners, that solution has turned out to be leagues and tournaments. Operators initiated the programs and locations were open to the opportunity. Promises of more revenue seemed too good to be true to some location owners, but as you will see from their comments, those that gave it a chance were glad they did.

For many years we have followed the progress of the Valley National Eight-Ball Association (VNEA) as it doubled and tripled in size. More recently we have watched the AMOA National Dart Association swell in numbers. There's no doubt that it has been successful for the operators who have given it their time and effort. In fact, those that have made it a part of their businesses wonder why some operators don't give it a try. But we've heard both sides of that story. This time we have gone to the locations themselves and heard how leagues have affected their businesses.

Pool is a sport that could and probably would make it on its own, whether there were leagues or not. People of all ages enjoy the sport and can usually find someone to challenge. The movie "The Color of Money" helped bring renewed or new interest to the sport. Leagues have brought an organized system of play that is fair to all players.

One location in the Midwest had this to say: "We were happy with our pool table revenues. In fact, we were thinking of buying our own tables, figuring that we would keep 100 percent of the take instead of splitting it with our operator. It was about this time that our operator approached us about starting a league. We couldn't see any reason to go with it. It sounded like work and trouble. But he was persistent.

"I know it must have taken him six months to convince us, but once we agreed he was a fireball of action. We thought he was crazy, to tell you the truth. We started promoting the program on a Tuesday night. Of course, we thought we were being smart because that was our worst night. We figured that once he saw that no one would participate he would leave us alone!

"Imagine our surprise when Tuesday nights started being our busiest night! I'm sorry to say that we still haven't officially apologized to our operator for being so doubtful. I think I can say without hesitation that if it weren't for our leagues—which by the way have quadrupled since the beginning—we may not be in business right now. That's how important they are to us.''

Another location owner added, ''When our operator told us that we could turn a slow night into one of our busiest, we humored him. We had tried many other things to get customers in—nothing worked. We had resigned ourselves to the fact that we would never have busy nights during the week.

''But then it happened—certainly without much encouragement from us. The leagues began and the people starting coming in during the week. We now have leagues running Monday through Thursday and may have to add Friday. Aside from the players, there are boyfriends, girlfriends, wives, and husbands. You name it, they come to watch.''

Another bar owner, though not as happy with his leagues, admitted that since the league started, his revenues are up. He said, ''We just started leagues last year and I'm still not in a frenzy about it. I guess you could say I am cautiously optimistic. Yes, I will admit that I have seen a rise in my share of the machine money. My bar sales have gone up, too, but I'm not convinced that it will stay that way. Fortunately, I have an operator who is a hard worker and he keeps telling me that I will one day wonder how I survived without the leagues. I can't say that there's anything negative about them, but I am too much of a pessimist. Ask me again next year.''

Tom Philipsky, who owns a tavern in Lomira, Wis., did not need anyone to convince him of the value of leagues. He was a member of a dart league before he bought his own bar business. ''Some of the guys I used to shoot with approached me about sponsoring them in my bar, so I did. Right now I have two teams on Monday, five teams on Tuesday for the Masters league, two women's teams on Thursday, and one Mixed Cricket team on Friday.''

He added, ''These leagues have been very successful for me. If you had to put a

''Pool is a sport that could and probably would make it on its own, whether there were leagues or not.''

Common league questions answered

Jim Stansfield Vending in LaCrosse, Wis., put together this list of commonly asked questions about pool and/or dart leagues along with a simple, concise answer.

Q—What does it typically cost the tavern owner?

A—A $25 per team sponsor fee.

Q—What does it cost players to join the league?

A—Pool: $5 per year, including national sanction fees. Darts: $2.50 per year.

Q—What does it cost the players each week?

A—$2.50 plus the cost of the games.

Q—How often does my team play at my tavern?

A—It will average out to every other week.

Q—How many players do I need for a team?

A—Pool: five; darts: four.

Q—How long is the season?

A—Pool: 6 teams/20 weeks; 8 teams/21 weeks; 10 teams/18 weeks. Darts: Approximately 21 to 28 weeks, depending on the number of teams in the league.

Q—Who puts the money in the machines?

A—The players do—25 cents per player, per game.

Q—Can women play on a men's team?

A—Yes, you may use any combination of male and female players.

Q—Who takes care of the money?

A—The operating company; all prizes are guaranteed.

Q—If I have only one machine or table, can I have two teams?

A—Yes, the schedules are worked out so that both teams will not shoot at home on the same night.

Q—Can I have substitute players?

A—Yes, each team should have at least one substitute player in case of illness, working late, etc. □

dollar amount on it, you should consider that there are up to 24 shooters on some league nights. They usually come in an hour ahead of time and stay after. It's obvious that they are going to buy drinks while they are there. Then there is the money from the machines. How could anyone doubt it's a benefit?''

Tom pointed out the importance of having a good operator. ''My operator, John Speers, really does a fantastic job. He makes sure the machines are in top condition along with keeping track of all the paperwork. It would be hard to be successful with any league program if you don't have a good operator working alongside of you.''

Joyce Giebel has a similar story. She was an avid player and, as she puts it, just knew she would be including leagues when she went into the nightclub business. Her reason? ''People draw people. If you have cars in the parking lot, it looks busy and others will stop to see what is going on. Leagues usually start fairly early so it gets the night going,'' she explained.

Another thing that Joyce feels is very important in running successful leagues is having a bar owner with a good attitude. ''The operator can do all he can in setting up the programs, keeping the equipment in tip-top shape, and keeping track of the paperwork, but if the owner and the bartender don't have a positive attitude, they can drive players away.''

Joyce also mentioned the DWI laws that have affected bar locations. ''Leagues give people a reason to come into a bar other than just drinking. It builds camaraderie. People make friends instead of being elbow neighbors.''

And last, but not least, Joyce explains that having a well-run league program forces people to come into the location. ''They may have had a preconceived idea of what the place was and never bothered to give it a try. With leagues, they can come in to play and most of the time become regulars.''

All agreed that running a tavern is already a lot of work, which could explain why some are hesitant about wanting to take on another task. However, those that have taken the plunge know that the extra work is more than worth it. □

Benefits for the bar owner

League development benefits everyone: players, operators, and locations. Players enjoy the competition and camaraderie. Operators maximize play on their machines and increase revenue. Locations enjoy an enlarged customer base.

Arachnid Inc. of Rockford, Ill., has outlined the many location benefits and allowed us to reprint these convincing reasons for adding league play to a location.

1. *Dart leagues will bring in new business.* Leagues are run on weekday evenings early in the week when business is often slow. Four players (and friends) from another bar come to your bar to play your team. The season lasts from 10 to 20 weeks, depending on the size of the league. Each team plays 13 games per night.

2. *Dart leagues will make you money.* A bar can sponsor two teams per dart board, meaning one home team plays in the bar each week. The average time spent in the location will be two to three hours. Players and their friends stay afterward to either celebrate a win or just have a good time. Meanwhile, they play the jukebox, have a drink or something to eat, and pump quarters in the dart game to practice.

3. *What the bar owner or general manager needs to do.*

—Make sure players (and bartenders) know about the league and where to find the sign-up sheet.

—Select the best players, since teams are limited to four members. Have a tournament or team tryout to establish teams that will travel around the city promoting your bar.

—Designate a team captain who will know the schedule and obtain a substitute, if needed.

—Sit back and watch your business increase as patrons enjoy the fun and excitement. □

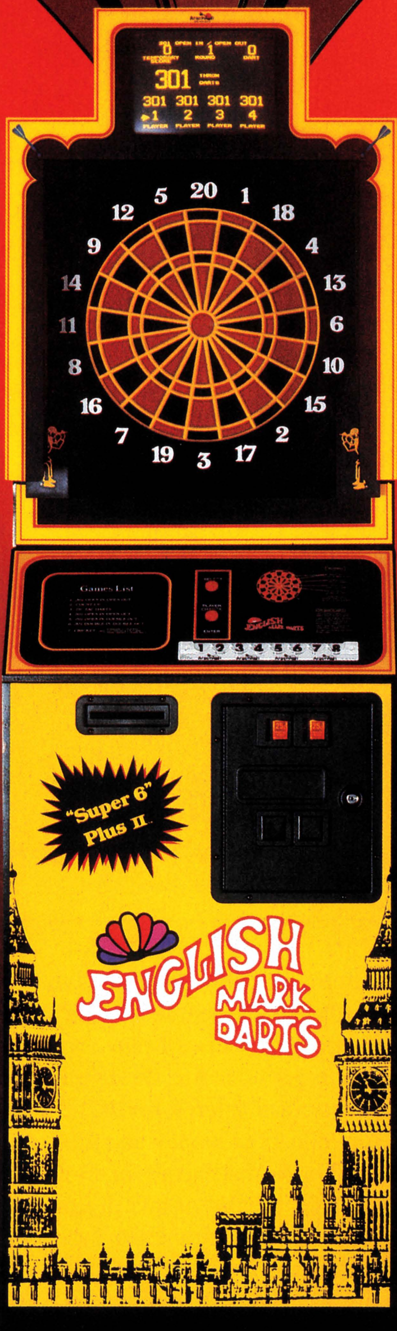
TOP *of the League*

THE ULTIMATE LEAGUE MACHINE JUST GOT TOPPED!

Topped with the biggest, brightest, most functional monitor. Making game and game play more visible to players and spectators.

The NEW 6300T carries all the great features of the English Mark Darts® 6300 like front access components, a fun and profit generating menu of games, the Arachnid Web®, Spider Writer®, credit accumulation, a new brighter lighting system using florescent lights and of course the 12″ overhead monitor, plus many more features.

Top off your profits with English Mark Darts.
The time proven earner, year after year!



New! **Bigger, Brighter Overhead Monitor** -
Now 12″ for easy visibility from across any location.

Easily Read From 50 Feet!

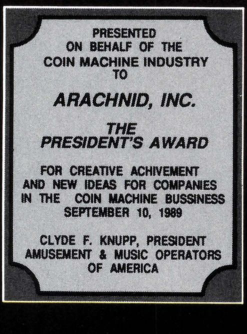
New! **New Lighting System** -
Twice as bright, now with florescent lights.

New! **Arachnid Web®** -
80% more catching surface, means less fallouts and quicker games!

Coin Credit Card -
Adjust the price for your market!

Spider Writer® -
Greet your patrons with a special message or promote leagues, tournaments or location specials!

Menu of Games -
- 301 Open in/ Open out
- Count Up
- Tic Tac Darts®
- 501 Open in/ Open out
- 701 Open in/ Double out
- 301 Double in/ Double out
- Three Versions of Cricket
  1) Regular Cricket 2-4 player
  2) Cut Throat Cricket 2-4 player
  3) Team Cricket for 2 teams



PRESENTED
ON BEHALF OF THE
COIN MACHINE INDUSTRY
TO

ARACHNID, INC.

THE PRESIDENT'S AWARD

FOR CREATIVE ACHIVEMENT
AND NEW IDEAS FOR COMPANIES
IN THE COIN MACHINE BUSSINESS
SEPTEMBER 10, 1989

CLYDE F. KNUPP, PRESIDENT
AMUSEMENT & MUSIC OPERATORS
OF AMERICA

AMOA NATIONAL DART ASSOCIATION
MEMBER

Arachnid INC®

6421 Material Ave.
Rockford, IL 61132
815-654-0212 800-435-8319

Leagues and tournaments—from start to banquet night

Arachnid has words of encouragement for any operator considering leagues and tournaments: they won't be stepping in without assistance. According to Sam Zammuto, marketing manager, the company offers two forms of operator support.

Operators have a choice of a) having an Arachnid representative come to them to help with on-site promotion and to set up a complete dart league; or b) being flown (at Arachnid's expense) to company headquarters in Rockford, Ill., for a two-day seminar and close-up look at a dart route.

The company offers league guidelines and tournament recommendations to carry the operator from start to finish.

Dart league guidelines

1. Interested teams fill out a sign-up sheet and roster sheet. Teams consist of four players and two substitutes. Players commit to a designated night once a week for 10 to 20 weeks, alternating "home" games and "away" games.

2. Sponsors pay an entry fee to cover operating expenses, repair maintenance, and operating the league.

3. Give the sponsor and players a league packet with a copy of the schedule and game rules. Include blank score sheets for the team captains to fill in each week.

4. Select a review board of one or two players to help govern all rules and handle protests which may occur.

5. Score sheets are made out depending on the number of match games played on league night. The suggested starting game is Open/In and Open/Out, which makes the game go faster until the skill level develops; then play Double or Triple Out.

Arachnid's Sam Zammuto (c) with operators Mike Hofacker (l) and Stan Moon of D & S Distributing.

6. Once the schedule is made out, and after the first week of play, be sure all sponsors get a standing sheet posted by the game to create interest for the next week.

7. Collect the money and score sheets right after the match ends, or the next morning when the bar or tavern first opens. Never let the money and score sheet go for more than two days as it may be lost of misplaced. Team captains are responsible for collecting each player's weekly dues, marking the score sheet after each round of play, and making the final decision in the event of a game dispute. Both team captains must sign each other's score sheet and place the money in a sealed envelope, which is left at the cash register for collection.

8. Be sure the standings sheet is made out promptly and sent to all participating sponsors to be posted; players are anxious to see the results.

9. When the league catches on, make up

a playoff schedule for the top four teams, like a World Series.

10. Sponsor a small banquet at the end of season play. Give trophies and awards to the top three teams and players. Pro darts, T-shirts, and jackets are appropriate prizes.

11. Create different leagues (men's, women's, mixed doubles, masters) to get more players involved.

Step-by-step tournament guide

Preparation is the key to success. Gather all the necessary equipment, including:

1. Tournament chart (or charts) to keep track of teams playing either single or double elimination.
2. Match cards on which to write the names of the teams and players competing against each other. A board (game) number also appears on the match card.
3. Game numbers to be placed on the game to help when calling matches.
4. A tournament tree or stand with numbered slots that correspond to board numbers. After a match is called that match card is placed in a numbered slot on the tournament tree. It remains in the slot until the winner signs it and puts it in the basket.
5. Basket to hold match cards signed by the winning team.
6. Pens, pencils, and index cards must be handy; index cards can be used in place of registration cards.
7. Public address system to add to professionalism and insure that all announcements are heard.
8. Duct tape or line tape is needed to place on the floor at measured distances away from the dart machine. The distance depends on the dart machine model.
9. Spare parts may be needed, such as light bulbs, dart head, and main board.
10. Tips and house darts should be available for players; have pro darts and flights for sale.

Select your best location to host the tournament. This assures a good crowd and sends a message of appreciation to the location. Steer clear of busy nights; instead, choose a slow business night or weekend afternoon.

Choose single or double elimination format for the tournament. Single elimination is a much faster tournament and easier to run. Double elimination is a bit harder to run but produces about three times the revenue.

Next, decide which events will be included: singles, mixed doubles, etc. Select the games to be played: 301, 301 Double In/Double Out, 501, 701, Cricket, Baseball, or Count Up. Then decide how many games per match to play: one game, best of three, best of five, etc.

Inform your players with a printed flyer or poster. Be sure to include the name of the location, day and time, single or double elimination, entry fee, and all the other details. When listing the payout, base it on a set number of players (for example: prize money is based on 16 teams). Display this poster in all your locations at least one week prior to the tournament. Use radio or TV ads for larger tournaments; include all the same information that's found on the poster. Purchase trophies for first, second, and possibly third place.

Arrive two hours before the tournament begins. Use this time to check equipment, set up any additional games, and remeasure the throwing lines. Start player registration one hour or a half hour (depending on tournament size) before the start of game play.

Have players print their names on an index card, collect entrance fees, and check the two to make sure they match. Get the charts ready. Wish all the players good luck!

When announcing the matches, call the teams, the board number, and state that the winning team *must* come to the tournament table to sign the match card and put it in the basket. Names are then transferred on the chart and the same process continues throughout the tournament until the championship match.

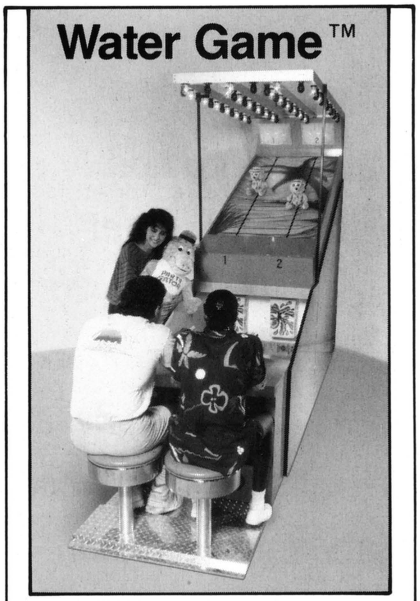
Once the tournament is finished, begin the awards ceremony. Present trophies from the lowest prize to the highest. Be sure to get pictures of the winners and their names. Remember to thank everyone for participating.

There are several types of tournaments from which to choose: house, co-sponsored, and charity. The house tournament is run by the location itself after you have explained the process. A co-sponsored tournament is often done with a beer distributor who can quickly see the benefits. Co-sponsors can help pay for trophies or donate prizes such as hats and T-shirts.

Charity tournaments help build a good image. In addition, charities can use local radio and TV to help promote the event. And while a charity will not allow the entrance fee to be paid out, it may give prizes of equal or greater value to the top placing players or teams.

Be sure to report the results of the tournament to the industry trade press and dart publications. Send black and white prints of the winners, if possible, and all pertinent information. Candid shots are also appreciated, such as an excited team giving high-fives or rejoicing in another fashion.

Tournaments help spread the good name of your company and generate more business and name recognition for your locations. Capitalize on this opportunity; you'll be glad you did. ☐



Water Game™

This proven money-maker will fit your operation, add traffic, create excitement, and increase profits. Call us!

We can help with all your redemption needs.

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32117
Telephone: 904-677-0761
FAX 904-677-0794
Telex 249-238 RACER

Since 1970 ©Bob's Space Racers, 1990

The Valley Co.

Seven easy steps to a successful league

The following tips appear in a booklet prepared by Valley to help operators understand what is necessary to begin their leagues. The Valley National 8-Ball Association was started in 1981 and now has nearly 200 operator members and represents over 40,000 players.

To establish an 8-ball league (or leagues) you must sell a number of your pool table location owners on organizing one or two teams (preferably two for reasons explained later) of five players each for each location to be included in the league. Therefore, certain basic plans and preliminary steps will be helpful to you.

By planning *before* you start to talk to your location owners, you will find that your presentation goes more smoothly and is more convincing. Keep in mind that the only reason you are interested in organizing a league is to take advantage of the related benefits: more profit, greater cash flow, better customer relations, assured ownership of your tables, expanded list of locations (the better locations will seek you out), and retention of current locations with minimal loss to competitors.

These are proven benefits experienced by operators across the country. They will be felt almost immediately, and will increase as time goes on. The same reasons that stimulated you to start leagues will have just as great an effect upon your location owner's decision. He will be interested in participating if you make him understand the benefits.

If you assume that the location owner knows why he should join or assume that he understands the benefits fully—even after you have described them to him—you may lose him as a prospect.

You must repeat and reinforce the following benefits and how they will be valuable to him: more profit, better customer services and relations, more players and spectators coming in on a regular basis, an opportunity to convert occasional customers into regular customers, a business boost for off-nights, and increased activity and income for every part of his business since his customers will spend money while waiting their turn to play.

Be certain that the location owner understands that he must sell his players on joining the team. They usually don't think they are good enough. But the handicap system evens out ability. Be sure both you and he understand the importance of the handicap system. It allows every team member to contribute to his team's winning, regardless of his own ability and competition's skill.

Here are the seven basic steps to follow:

1. Organize location presentation

List the benefits to the location, his players, and his customers. Add any special benefits that may apply specifically to his location. Have answers to all the "why" questions. For example: "Why not hold a tournament?" Your answer: "Because it requires as much effort to organize a good tournament, a one-shot affair, as it does to organize a league. After the tournament you are back to no activity until the next tournament. Leagues go on week after week.”

2. Prepare a prospect list

Every one of your locations may not lend themselves to the league concept. This is especially true for the first year, until the owners have seen the advantages experienced by others. Concentrate first on the locations that you know are owned by enthusiastic people who get involved with their customers.

When setting up your prospect list, keep distance between locations in mind. Keep traveling time under 20 minutes. Number your prospective locations in order, with the best being number one. When you start out to sell them on the program, begin with the *least* likely prospect. He will provide a rehearsal for you—practice with a low risk factor. He'll likely ask new questions and raise objections that had not occurred to you. Before going on to your next location, find out the answers to his questions to prepare you for the next call.

> *“Be certain that the location owner understands that he must sell his players on joining the team.”*

3. Organize your materials

Familiarize yourself with your material: a league presentation kit, handicap manuals, captains' guides, sample league schedules, player agreements, franchises, recruiting poster, sample membership cards, league standing sheets, and score sheets.

Carry these items in a presentation folder, along with statements and testimonials from location owners already benefiting from the program.

4. Make your presentation

Review step number two. Remember, the only reason that your location owner will agree to the program is if he sees benefits for himself. Make him understand those benefits and how they will help him.

While profit is the most important over all, it may not be most important to him. New customers or an off-night boost in traffic may motivate a particular owner. Since you don't know what will attract each owner, cover each one in detail.

Don't forget to cover the costs. If your prospect agrees to a league program, briefly here is what he must do:

a.) Place the recruiting poster in a conspicuous place. Impress upon him that the poster alone will not do the job—it creates the interest.

b.) Talk to players, listing the reason why they should join a team: more fun, competition, prizes, regular activity, belonging to a team, and winning satisfaction.

c.) Make a list of the location's most interested players; choose two of them as captains. With two teams—made up of five to seven players each—he will have one playing “at home” while the other is “on the road.” With only one team, his table will be idle every other week.

d.) Help his captains organize their teams—don't leave it solely up to them. He should talk up the teams with everyone playing on his tables. Remind him that players will sign up only when reminded of the benefits.

e.) Explain the costs, so he can explain them to his captains and players. The leagues will decide how much money should go into the prize fund every week and how it will be divided at the end of the season. Keep this amount within reason; let the fun be the motivating factor. Each team pays a sanction fee to the national association, which is used for the national championship prize fund; 100 percent is returned to participating teams at the tournament.

The eligible winning team will be invited to the national championships. Each team accepting will pay a nominal entry fee. Suggest that this fee be paid out of the prize fund. Players on the eligible winning team must, of course, pay their own expenses at the championships. Each player pays his own table costs for each game played. Many areas charge 75 cents per player in addition to the prize fund to assure the table fee is paid.

5. Follow-up

Contact your location owners who have agreed to join. Keep encouraging them to “sell their customers.” If you neglect this step, the teams may not be organized when you want them to start play. Contact the locations every two or three days until their teams are ready to go.

> *“List the benefits to the location, his players, and his customers.”*

6. Call a captains' meeting

Arrange a private room where you can talk and plan in comfort, free from interruptions. During the meeting, these decisions should be made: the amount going into the prize fund each week; special events to be held, such as an end-of-season party, tournament, etc.; election of officers; setting up the board of directors; setting up a scheduled board meeting—the board is responsible for making decisions when formal protests are lodged and any other league administrative decisions you choose; setting up procedures for verifying the prize fund regularly; establishing start and end dates; announcing days on which matches will be played and starting times; deciding on the number of substitutes allowed; planning a rehearsal night before league start-up; distributing captains' books and handicap manuals; discussing score sheets, standings sheets, record keeping, collection procedures, etc.; and deciding what to do if all teams are not represented.

7. Start the league

Send in player membership applications with sanction fees as specified on the form. ☐

Tell 'Em
You Read
It In
The 'Meter

HOT

HOTTEST KIT *for the* 90'S

HOT

GRAYHOUND is the Exclusive Manufacturer and Distributor
(Both North and South America)

for DYNA'S *New*
COPYRIGHTED

CHERRY MASTER GAME

YOUR REVENUES
WILL LAST FOREVER

SURE MONEY MAKER!

GEI GRAYHOUND ELECTRONICS, INC.
(not affiliated with The Greyhound Corp.)
A Publicly Traded Company **(GRAY)** NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754
Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

Dart leagues: planning begins now!

Howard Smoyer

A car pulls into the parking lot at the local bar. It should be easy to find a spot in front, but all of the spaces are taken. Walking to the door and swinging it open—the bar is crowded! It's filled with people and the sounds of laughter, cheers, and shouts from spirited competition, the call for another round of drinks, coins dropping in cash boxes, and the music from the jukebox being played non-stop. With all of this activity it must be Saturday night. No, it's Monday. What's going on? *It's dart league night.*

Dart leagues, the ally of hundreds of operators across North America and around the world. Dart leagues are proven profit producers for operators and their locations. Dart operators know that their leagues deliver people to their locations. They know that their leagues bring excitement, action, players, spectators, and money—every league night, every week, every season, and every year.

But what is a dart league? Simply put, they are a series of weekly scheduled competitions between teams. Have you ever watched NFL football or major league baseball? Have you ever been involved in organized activities yourself, like bowling, softball, or played in any high school or college sport? Then you have a basic understanding of leagues. Dart leagues are weekly competitions you create on your coin-operated electronic dart machines.

What does it take to get started? All it takes is commitment. Commitment to do what it takes, so your business benefits from the increased revenue created by the increased traffic in your locations. The first league is always the hardest, but you'll reap the rewards from your work when your leagues double, then triple in size, and you watch your collections do the same.

Getting started begins right here. This article is based upon the proven system developed by Merit's Pub Time Darts promotional team to begin league play. It works not only in new areas, but has turned around impossible markets where earlier attempts at starting leagues had failed. There's no mystery or magic involved. Just follow the basics of planning your league: league management, organizing and recruiting locations and players, and league operations.

Before beginning the planning phase, let's look at how the league program works. A team consists of four regular players and up to four substitutes. The team captain, one player from each team, is responsible for the following:

- Fielding a full team each league match.
- Collecting players' league dues.
- Completion of score sheets.
- Smooth running of league matches.
- Submitting league collection envelopes.

League play is scheduled to take place every week on the same night. Play generally begins at 7:30 p.m. with a 15-minute grace period.

Each week teams alternate playing "home" and "away" as set up by a schedule. Home matches are played at the sponsoring bar; away matches are played at the opposing team's sponsoring bar. Short travel will be required.

On league night, two opposing teams (home vs. visitor) meet to play 12 games of darts. The most popular games are 301, 501, and Cricket. Each game is played with two visiting players vs. two home players. Rotation is followed as set out on the score sheet. Each player pays for his own games. Also, each player pays $3 league dues for each night of league play. All money deposited into the league fund is paid back to the players in the form of cash prizes, awards, trophies, banquet night, and support of league operations.

Planning your league

Start with choosing locations that you would like to see involved in your league. For your first league target 10 locations in one area. Each location is encouraged to field two teams, so that with your travelling league one team will be playing at home each league night. The locations you select for your first league should have:

—Promotion-minded management. Find out whether they have regular special activities and promotions and if they are receptive to new ideas that will bring business.

—A base of ''regular'' patrons, people that frequent once a week or more.

—Short traveling distance to other locations that will be in your league. Try to keep travel time under 20 minutes.

Once you have decided on the locations, select a league night that is typically slow—Monday, Tuesday, or Wednesday—and does not compete with other bar sports or promotions.

Set the length of the league season. New leagues should last about 10 weeks. This allows for three seasons of play and will allow new players and locations to join more frequently.

Select the type of league that will draw maximum interest and participation. The first league should be an ''open'' league where teams are formed by any interested players—open to all. Other types of leagues include men's, women's, mixed couples, and masters.

Choose a league game that is the most player-preferred. The overwhelming favorite is 301. This is a simple, easy to play, yet highly competitive game.

Set a sponsor fee that will be paid by the location for each team it fields. This fee is usually $30 per team and is payable prior to the league start. These fees will be used to offset league operations. Your locations receive the benefit of not only increased revenues from the cash boxes, but most importantly, increased food and drink receipts.

Join the AMOA-National Dart Association. The NDA has been founded to establish and promote league play on operators' dart machines. Your players pay a $5 sanction fee and will receive a membership card and patch, four issues of the popular ''Throw Lines'' player magazine, eligibility for internationally recognized awards, eligibility to play in the Annual International Team Championship, and more.

This planning now sets the stage for the next stop—setting up your league management. The proper management of your league activities often spells the difference between long-term success or long-term problems. Deciding on who will be responsible for overseeing your league activities, as league director, can be your most important decision. If your time is limited, appoint an employee as league director or hire a player with league experience (pool, bowling, darts, etc.). Remember, this is your league. If you appoint or hire a league director, you set the policy; the league director carries it out. Stay involved.

''Dart operators know that their leagues deliver people to their locations.''

The league director's duties include:

— Organizing league play and managing all league activities.

— Working with sponsoring locations that have operator-placed dart machines, seeing that all sponsorship fees are paid, and making sure locations receive posters, sign-up sheets, schedules, and league standings.

— Following or setting up a timetable for starting and ending dates of the league.

—-Setting team schedules and holding a captain's meeting prior to the start of the league.

— Interpretation and enforcement of league rules.

— Overseeing timely collection of match results, weekly score sheets, and players' dues.

The league treasurer is responsible for the proper accounting of all league money and meeting financial obligations. In your first league, the league director can also assume these responsibilities:

— Accounting for all income—sponsorship fees, secretary and weekly players' dues—and expenses—photocopies, postage, secretary's fee, and awards (pins, trophies, team prize money, etc.).

— Depositing sponsorship fees and weekly player dues.

—Paying league operators' expenses. A separate two-signature checking account should be set up so that the operator must sign any check to be paid.

The league secretary is a paid position. The compensation for this position can be paid by assessing a 25-cent per player secretary fee, paid every league match, or it can be deducted from weekly player dues or the sponsor fees. The duties of league secretary include:

— Keeping team rosters on file and updating any changes.

— Sending schedules to locations and the team captains.

— Keeping current lists of team captains and notifying them of any changes in schedules, discrepancies of money collected, meetings, special events, banquet arrangements, etc.

— Recording team and player performance results from league matches and promptly posting all league standings in locations.

— Keeping a running balance sheet of weekly player dues and forwarding it to the league treasurer.

Having completed the planning of your league and setting up league management, you are now ready to begin organizing and recruiting locations and players. ☐

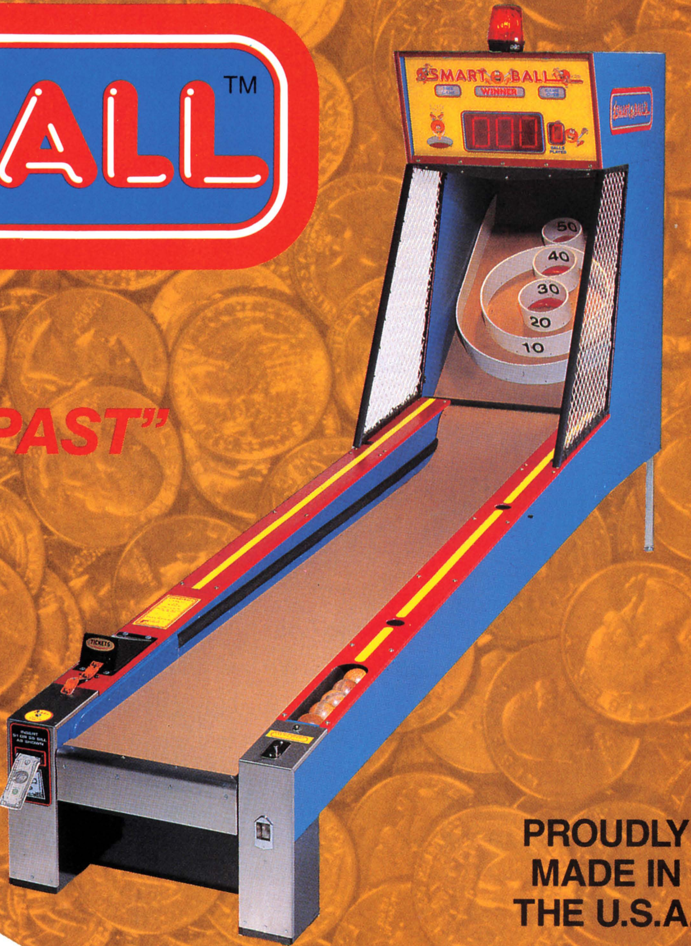
Howard Smoyer, director of promotions for Merit Industries, has kindly agreed to a series of articles detailing the development of dart league programs. In coming months look for these topics: ''Organizing and Recruiting Locations and Players,'' ''League Operations,'' and ''The Grand Finale—Tournaments and Awards Banquets.''

SMART BALL™

SKILL ALLEY

"THE FUTURE OF THE PAST"

AVAILABLE IN
1 OR 4 PLAYER MODELS
IN A CHOICE OF
10 OR 13 FOOT LENGTHS



13 FOOT ALLEY

PROUDLY MADE IN THE U.S.A.

NEW OPTION:
$1/$5 BILL ACCEPTOR WITH STACKER

THE SMART CHOICE . . . . SIMPLY THE BEST

FEATURES:

- 4 Player unit
- Automatic prize loading system
- "Action" sound system
- Double coin mech
- Separate locked cash box
- Tamper Alarm
- "Eye Catching" cabinet design
- Rotating mirror playfield
- Prize storage area in cabinet

DIMENSIONS:

- 45½" in diameter
- 57½" high with dome
- 31⅝" high without dome

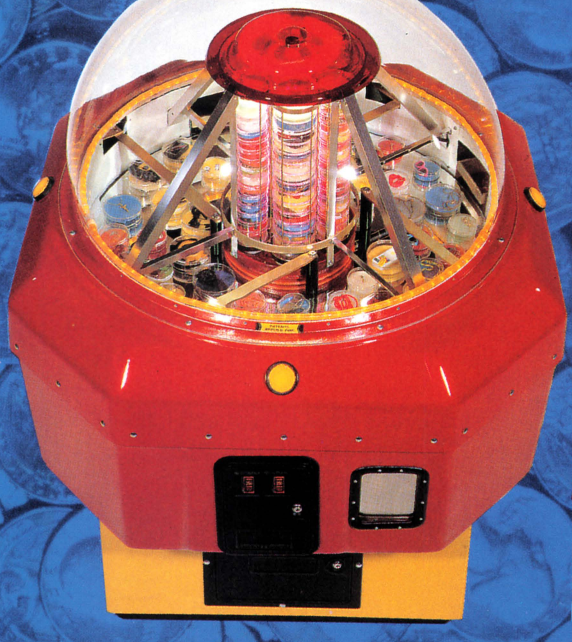
PRIZE REDEMPTION

JACKPOT

4 PLAYER

ROTARY

AUTOMATIC
PRIZE LOADER SYSTEM



FOR MORE INFORMATION CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 1-800-553-2442
FAX (515) 265-3148

ASK THE OPERATOR

Question:

What are your views on being involved in a league program?

A

John Speers
Winnebago Coin
Fond du Lac, WI

We started 10 years ago with dart leagues and they have been very successful. One big advantage to having leagues is holding old locations and gaining new locations. Organizing leagues in your locations helps maintain customer loyalty.

To operators who are thinking of getting into a league program, I will say that it's a lot of work. However, anything that is as successful as leagues is bound to be a lot of work. They can't expect it to just happen. Leagues have been imperative to the success of darts and pool to a lesser extent. Darts, without leagues, would have been a fly-by-night of the industry.

A

Bill Nemgar
Salmon River Amusements
Salmon, ID

The primary advantage to running leagues is stable income. Like with any other league system or organized sport, I can predict my income. You can't do that with other pieces of equipment. Videos and pins might do good one week and then not so good the next week. There is no way of predicting. If your dart machines are grossing $100 during league season, you can just about take it to the bank that the machines will be grossing at least that each week. Without leagues you wouldn't know from one week to the next.

Like anything else that's worthwhile, you have to work to have successful leagues. The operator's problem has been in looking for easy solutions. If an operator has never run leagues before, there is no doubt he will be doing a lot of legwork and putting in time and effort to getting them going.

If your locations have had some dealings in leagues that weren't successful, you will have those misconceptions to overcome. Once you have run leagues for a year, you will be able to kick them off and go. It's an educational process.

Operators that haven't gotten into a league program probably haven't done so because it takes time and commitment on the part of the operator. Ironically, most of the successful league operators are people who have gotten into the business in the last 10 years. Why? They are more used to today's business practices than some of the long-time operators who rode through the video boom without working very hard.

Operating has changed dramatically in the last decade. We are experiencing a slow death. We are more in the public's eye than ever before. Also we have more expenses than we did 10 years ago. Besides the obvious cost of living increases, we have the jukebox license fees, other licenses we need to purchase, product liability insurance, to name a few. Many years ago it was unheard of for operators to have liability insurance.

Operators have have to pinch every penny out of their routes. Leagues are socially acceptable and one of the best ways to drive up revenue. You are not limited to street locations, either. That's another area that operators should look into. Our base of street locations is dwindling. The number of local taverns is dying slowly.

However, more new areas are opening up. For example, the Sheraton Hotel hosted a dart tournament in Washington. In the hotel lounge they have dart games, which goes to show you how acceptable they have become. You have to compensate by finding new locations where you may not be able to put a jukebox, video, or pinball. In street operation, you have to adjust with the trends.

A

Charles Thompson
C.E. Thompson & Sons
Texas City, TX

My darts have been on the increase in the last two years—it's absolutely exploded. I've enjoyed more success with tournaments than leagues. Darts and CD jukeboxes are the backbone of my route. Most of my locations are down-home country bars, half with black customers and half with white customers

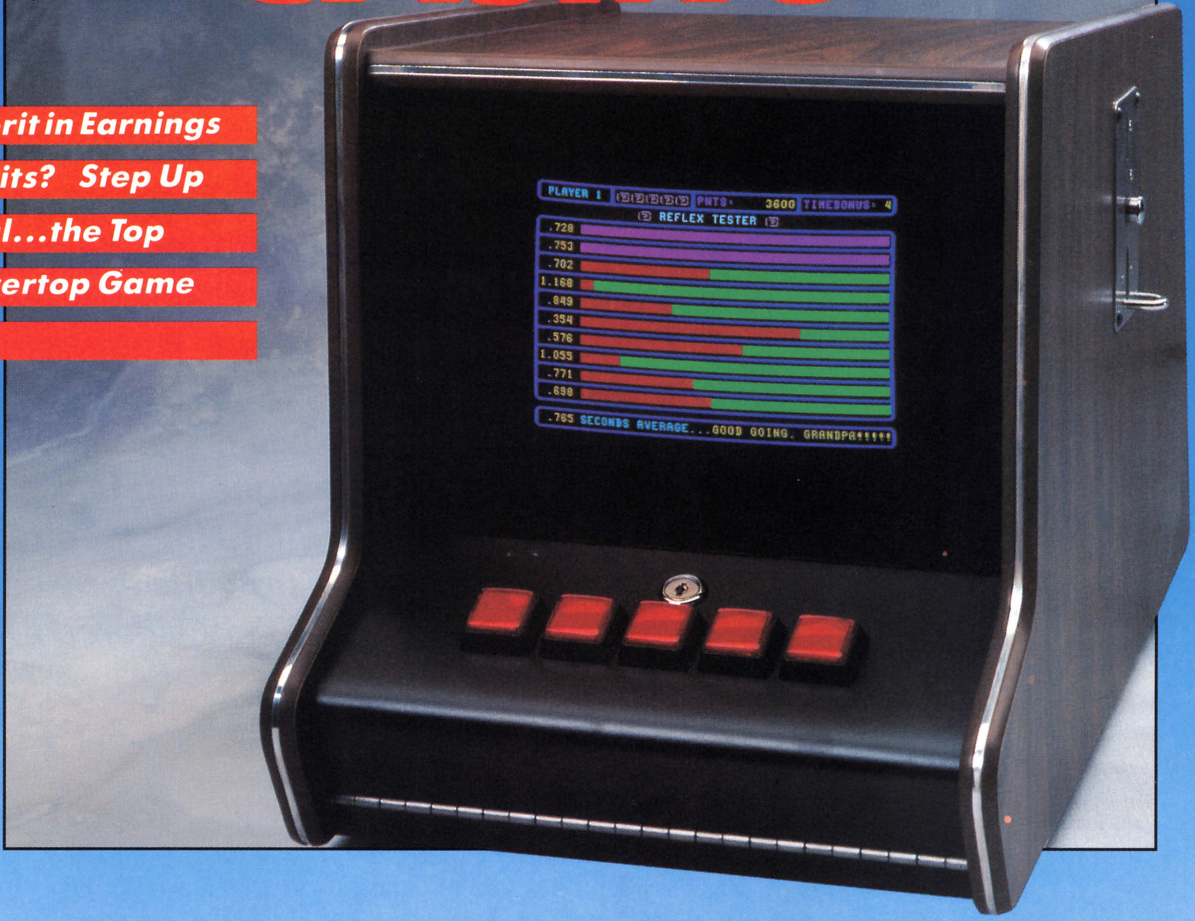
For me, the whole key is the spirit of competition. That's what gets women to participate. There's nothing more thrilling than for a 97-pound woman to beat a 6-foot-8-inch man in a sport. There are few things where women can feel on the same footing as men.

Dart machines are the best thing that's happened to street operators. But you can't just put the machine out there and leave. When I roll in a dart machine I give a set of darts to the wife of the owner and to the waitress. I put a big teddy bear on top of the machine and tell the location that any woman who comes in and hits three bullseyes gets the bear. Everyone asks about the teddy bear and interest is naturally drawn to the machine. □

...PROVEN IN LOCATION AFTER LOCATION AFTER LOCATION

SUPER DUPER CASINO

What's the Merit in Earnings That Are the Pits? Step Up to the Original...the Top Earning Countertop Game of All-Time


PLAYER 1
PNTS: 3600
TIMEBONUS: 4
REFLEX TESTER
.728
.753
.702
1.168
.849
.354
.576
1.055
.771
.698
.765 SECONDS AVERAGE...GOOD GOING, GRANDPA!!!!!

CONSIDER THESE SUPER DUPER CASINO UNDISPUTABLE FACTS:

- More games to choose from than any other countertop
- More trivia questions to keep games fresh
- More operator control features
- More automatic adjustments
- More dependable performance
- CONSISTENTLY HIGHER EARNINGS

SUPER DUPER CASINO

The standard in countertop games...to which all others compare themselves

from

U.S. GAMES, INC.
Invest in the Best

1-800-HIT GAME
448-4263

Christopher Caire

Mary Lavine

It was a case of putting the cart before the horse for 35-year-old Mary Lavine. Most operators don't fool with leagues until they've gotten they're businesses on solid footing. Lavine, president of Bullseye Inc. in Madison, Wis., was running leagues nine years before becoming an operator. Her aggressive approach has paid off in spades. This past season Lavine had 900 players signed up for pool leagues in Madison alone, not counting the action in surrounding areas. It's a far cry from the early days, when digging up 30 players was considered a major feat.

When did you realize the attributes that leagues offered?

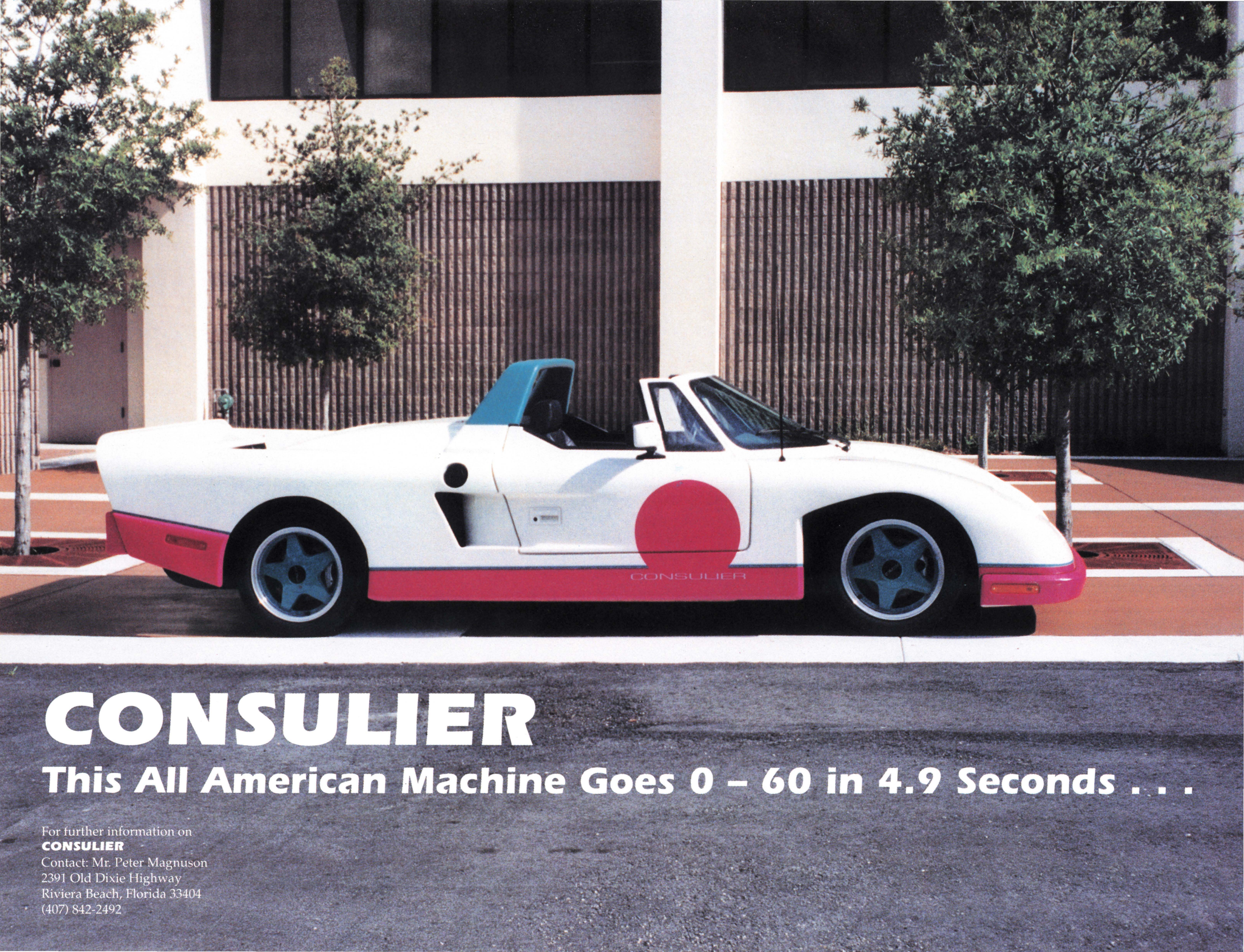
I started running leagues before I ever got into this industry. I moved here from New Jersey to go to college in 1973. After my freshman year in college, I started tending bar to make some money. This place was running a shuffleboard league, and they needed a player to join.

About half way through the season, the guy running the league took off with all of the league money. First place through last place—which was us—were all promised money. The owner of the table couldn't do anything, because the guy running the league was independent. The league was going to fold, so I volunteered to run it. We had all of the scoresheets and stuff to keep it going, even though there was no money. That was my first connection with running a league and dealing with operators.

As it turned out, Terry Volk, who ran the vending company—Creative Profits—also owned the bar. When he sold the bar, he asked me to come work for him at the company. He only had a handful of these shuffleboards spread out all over Madison and the boonies. I told him I'd like to run the shuffleboard league again, so he ordered a bunch of new tables and we signed up a large number of locations. Later, Terry got involved with running a big statewide foosball tournament, with $10,000 in prize money. It was my first exposure to a tournament on such a large scale.

You hadn't begun running pool or dart leagues at this time?

It came right afterwards. There were some independent pool leagues going, so I got one started and ran it myself. I don't know how I ever pulled it off, because I hadn't shot pool in years! The next thing I knew, a company in Milwaukee named the National Pocket Billiards Association (NPBA) called me. They're like a subcon-



CONSULIER

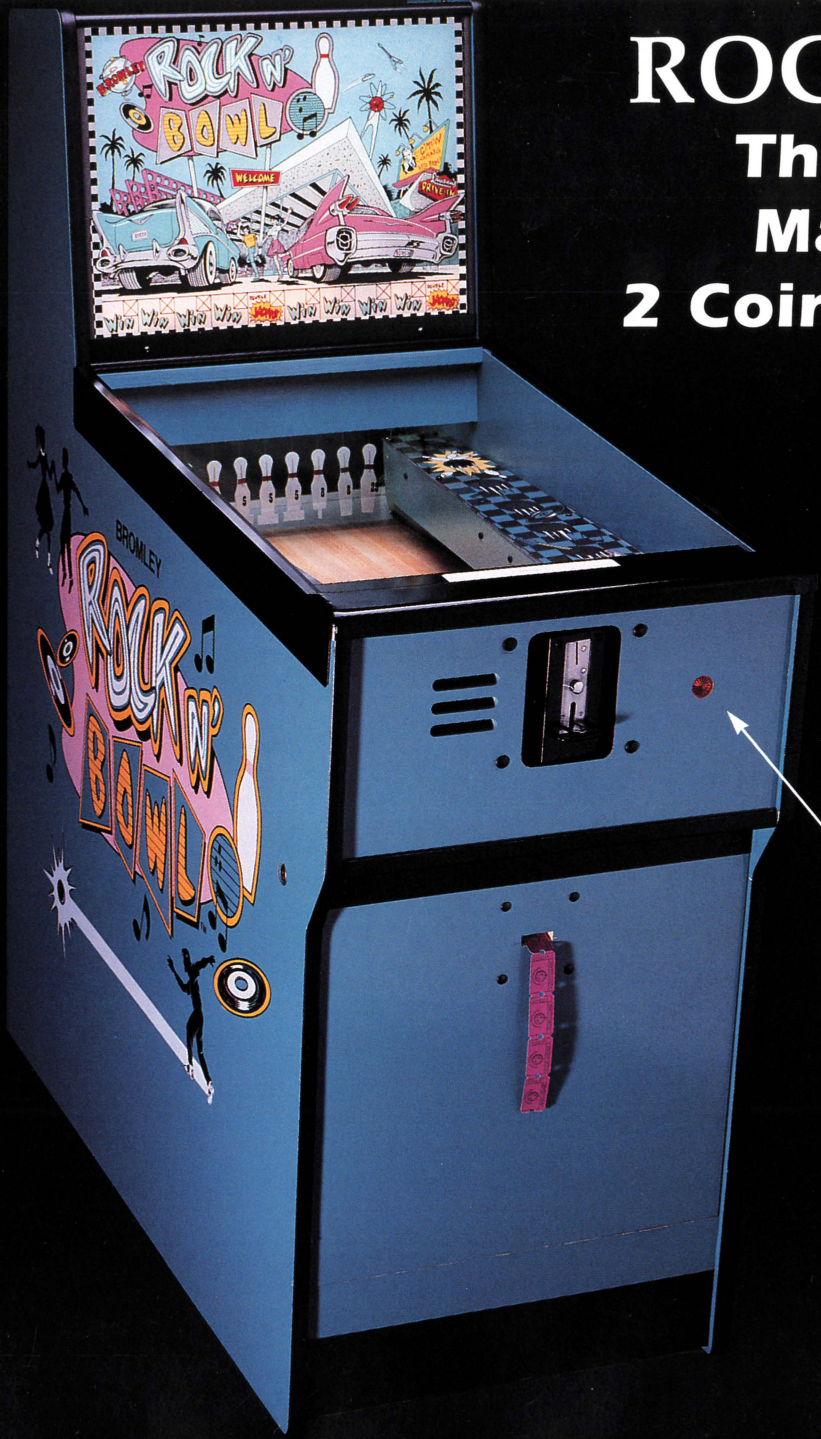
This All American Machine Goes 0 – 60 in 4.9 Seconds . . .

For further information on
CONSULIER
Contact: Mr. Peter Magnuson
2391 Old Dixie Highway
Riviera Beach, Florida 33404
(407) 842-2492

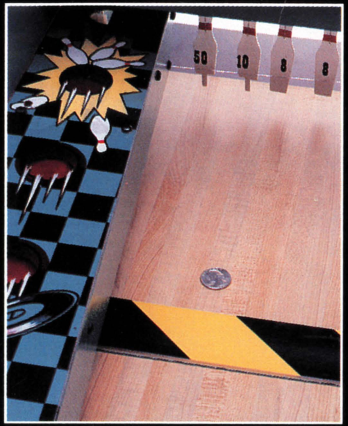
ROCK–N–BOWL*

This All American Machine Gobbles 2 Coins In 4.9 Seconds!!

- 100% PLYWOOD CABINET
- DELTRONIC TICKET DISPENSER
- 100% SOLID STATE ELECTRONICS
- LED AUDIT DISPLAY BOARD INSIDE CABINET
- DOUBLE STACK TICKET HOLDER
- DIMENSIONS:
  WIDTH= 22 1/4"
  HEIGHT = 57 1/4"
  (at highest point)
  LENGTH = 45 1/4"
- FRANK BUNDRA CASH BOX SUPPORT BRACKET



LOW
TICKET
INDICATOR
LIGHT



SWEEPER REMOVES
FALLEN COINS

Call us for the name of the Bromley Incorporated Distributor nearest you.

In the
United States:
Joe or Frank Bundra
3955 Suffolk
Hoffman Estates, IL 60195
(708) 705-5991

Outside the
United States:
Lauran Bromley
3231 W. Victoria
Chicago, IL 60659
(312) 267-6030
(312) 509-9508 Fax

* PATENT HAS BEEN APPLIED FOR ROCK–N–BOWL

©1990 BROMLEY INCORPORATED

tracting company which runs your league for you; they do the computer standings and things like that. The only work for me, then, was hustling up the teams and getting them and the bar owners to commit themselves. I sent the information to Milwaukee, and they did all of the work. Creative Profits really got a lot of attention as the leagues got bigger and bigger.

By this time, I was out of school and not tending bar any longer, because it was a full-time job running leagues and tournaments. I kind of liked the vending business; there was so much money to count! Terry had four or five bars going and could only spend a certain amount of time focused on the vending business. He couldn't believe I found this industry so interesting. I thought this was the coolest business I'd ever seen in my life—and still do.

How did Bullseye come about?

(Laughs) I'm getting there! Terry and I had heard that soft-tip darts were popular in the North. We bought some early boards and put them in a bar that used to be a funeral home, right in the heart of the campus. I'm hangin' out in an old funeral home trying to get people to play darts, but there was one problem: the machines never worked! We scrapped the idea, but then in late '83 we became aware that there was a soft-tip dart market out there.

Luckily, we found out that there were other soft-tip dart machines available. A company from Illinois called Nomac was making a fine, wood-grain dart machine that worked well, so we bought a bunch of them. But Terry wasn't totally sure we could promote them and get dart leagues going. I said I'd make it go. A separate company was started—my own company—but I was going to have to put in all of the work and sweat. We came up with enough investors to pull it off.

The key thing was I had the machines. Fred Kelly and Bill McClure of Nomac had a whole warehouse full of *Century* models. In June 1984 I leased space from Creative Profits. I needed a service man and a truck, but I didn't have the money. Everybody I know had lent me the money to buy the machines! It all got worked out, though, and I was sky-high. I was in business for myself.

I leased a pickup truck and went around with the machines to all of the bar owners. I said, "These are my new dart machines. I'm going to put them in and they're going to work. It's just me; I'm going to do all of the service and run tournaments and leagues. But I need front money to cover darts and tips." I got the first $30 a week as a guarantee and $10 for darts, tips, and any kind of required maintenance. I had no resistance; they had all known me by this time through my work with other tournaments and leagues. They understood that I'd bust my butt to give 'em the best machines they'd ever seen. I was the first kid on the block in Madison with coin-op darts. Now I'm on a 50-50 split.

How did your competition in Madison react to all of this?

Well, one competitor sued me. He wanted me to remove all of my dart machines from his locations. But I had valid contracts to keep my machines in there. These bars were doing about $100 a week on average, with some pulling in as much as $175. These contracts were legitimate. If the bar owners wanted the machines out, they were going to pay me.

The contracts usually run for a four-year term. I've found that you won't run into trouble with your locations if you treat them fairly, give them good service, and work hard for them. If you do this your locations will work hard for you in return. We're partners. If I don't make money, they don't make money, and vice versa.

By late '85 or early '86, I wanted to get into more different kinds of equipment. Terry had other things he wanted to pursue outside of coin-op, so he told me to start saving money, with the goal of buying out his route. That's what I ended up doing; it made us a full-line company with games, CD jukeboxes, and cigarette machines. Terry still helps me out a lot.

Why are your leagues so successful? What do you do that makes you stand apart from the rest?

I've always been able to secure enough locations in this area to make my leagues strong. I cut down on the travel. For years, I was first and foremost a player, and that's

Mary with her dad, Ike. They're in the midst of organizing a senior citizen's dart program in Madison.

still important to me now. I'm in tune with the needs of both the bar owners and the players. With the stringent drunk-driving laws and the lousy weather here in winter, players simply don't want to drive across town to play a match.

Bar owners don't benefit by sending their teams across town, because they don't come back! If I can offer you a strong 10- or 12-team league with lots of prize money, within a two-mile radius, then you know as a bar owner that you'll be getting a lot of repeat business from nearby. We ran, or helped to run, 19 dart leagues in Madison during the past fall/winter season. I've had to hire a league coordinator, Eric Hustedt, because things have gotten too much for me just trying to run the rest of the business.

Are your league operations computerized?

This year was my first year, as a matter of fact. I'd been doing it all by hand. I'm good with math and I've got a head for numbers. I'd been doing it by hand for so long that I honestly felt I could do the league stuff in less than an hour. But I definitely needed one, because my route had tripled in size, my leagues had tripled in size, and my cashbox had increased greatly. The program keeps up with league statistics and my route operations. It's made my life much easier.

If you're going to run leagues, and you want to be able to track all of your teams' accomplishments, the easiest way to do it is on a computer. When I did it long-hand, I didn't keep track of a lot of the things I do know. Specifically, I'm talking about percentages. The computer does it automatically. I can rank players' composite dart averages or how many points they average a game. For pool, with the VNEA program (Valley National Eight-Ball Association), I can rank them by their winning percentages or the average number of balls made, for example. The ability to do these things really makes your leagues stronger.

Has your being a woman made all of this harder for you?

Honestly, I think being a woman has made things *easier*, not harder. A lot of my success is attributable to hard work, but it's also a terrific advantage to be a woman in this industry. My average customer is male. It's a lot harder for him to throw me out the door without listening than it is for my male counterparts. I'm sure, though, that my male employees would say it's twice as hard working for a woman. I'll admit it; sometimes I'm the "bitch from Bullseye."

The most irritating thing about being a woman in this business is going to the business seminars at ACME or AMOA shows. I abhor when someone asks me why I'm not in the women's program, the spouse program. I tell them, "Thank you, but I'm nobody's spouse; I'm single." Or I'll be asked, "Who's your husband?" or "Is this your dad's business?" They look at me funny when I say it's *my* business.

Do you run summer leagues, and if so, how do they compare with the big fall/winter season?

Don't run summer leagues for pool. I've tried before, and it just hasn't worked out. I won't run a league unless it's going to be a success; I won't run one with four or five teams. Unfortunately, the Madison climate is such that there's three months of summer and nine months of winter. When it gets warm outside, the area is heavily into softball.

I'm running summer darts this year, but I haven't for the past three. I found that I was tending to burn out the players. You can't push them every week, every month. There wasn't enough time off. We'd get done, then it would take a couple of weeks to get the trophies and awards arranged. We'd follow with a banquet, and in a few more weeks I'd be back, beating on them to start playing again. To compensate for the burn out, I'd extend the winter leagues. It's common for me to run between 22- and 27-week seasons.

That doesn't burn them out?

I find that I'm better off having them play that much longer. I give them weeks off. Deer hunting is very big here, so during the deer season the only leagues that play are women's leagues. They don't mind the extra weeks once they start competing and having a good time. I experience very little drop out.

What do you do if a team drops out?

I get on my knees and beg, trying to keep them together! Unfortunately, though, it happens. I had a team fall out of my women's pool league last year; the women are the worst. Usually, it's just one or two members of the team who want to quit. When that's the case, the bar owner and I try to find other people to take their place, rather than lose an entire team. It works 50 percent of the time.

If you start with a 10- or 12-team league, and one falls out, you still have four or five working machines each week. But if the league only has six teams, and one falls out, you're left with an odd number. That means one team has a bye; only two matches are being played. You end up doing

Mary and dart coordinator Eric Hustedt smile over the success of a full dart tournament at the Crossroads Inn in May.

all of that work for just two working machines. I can't justify that.

Who puts up the prize money for a tournament? Do you and the location owner split it?

I run 100-percent pay-back leagues; that's part of the reason for my success. Many vendors think the idea of running leagues is to make a lot of money. Believe me, nobody thinks that more than me. But I'm a player, and you don't take from the players. The locations are my customers; the players are the locations' customers. If I've got to beat somebody up for money, it's going to be the locations, not the players, because the locations are the ones profiting from the leagues.

I charge the players a weekly kitty fee of between $2 and $3.50, depending on the area. It goes into an account I have just for leagues. They're also responsible for putting the money into the machines. This, I should tell you, was a *big* battle. When I first started running pool leagues, it was standard around here for the locations to have keys to the pool table's side door. On league night, they'd not only open the door to play, but each time would be given 30 minutes of free practice time! The only money I make running leagues is the money in the machines. If I don't have any money in them, what's the sense?

I was the first one running dart leagues in this area, so I got to make the rules. The first one I made was that you were to put up your own quarters for your games. I told the bar owners, in no uncertain terms, that they could not provide the quarters. If they wanted to do it, I told them not to expect reimbursement when we came to empty the machines. The players get a hell of a buy for $1: four games of darts! I charge 75 cents a game for pool and foosball.

I understand you're trying to implement a league for senior citizens. Is it for pool or darts?

My dad and I are working on that right now. I'm doing it for a different reason than to make money. My parents moved here about five years ago from New Jersey, where I'm originally from. They live in an apartment complex with all senior citizens. It's mostly single women whose husbands have died. They don't have much mobility; they're often lonely and don't have much to do.

Someone had donated a bumper pool table to the recreation facility at the apartment complex, but nobody was really interested in playing. My dad suggested donating a piece of equipment that might lead to some interaction. I thought about dart machines, not knowing how it would turn out. They're set on free play, and more and more of them are beginning to try it out. We don't have an organized league there, but we're hoping to set up some dart parties and things like that to get them to interact. Darts is a game for both sexes and all age groups.

> ***"You have to keep things somewhat simple, or players won't put their money into the machines."***

What are the most common mistakes made by those who run leagues, errors that cause them to be less successful than they should be?

In talking to other vendors, I find that they often forget the reason for having leagues: to get a full cashbox. Some leagues get too complicated, trying to incorporate all of these goofy games. You have to keep things somewhat simple, or players won't put their money into the machines.

For our upcoming fall pool league, we're going to add mixed doubles to the men's and women's divisions. Also, we're going to start running some nine-ball leagues; we've only run eight-ball before. For darts, we've been running Cricket leagues in addition to our standard 301 leagues. But to be honest, that hasn't been too successful. We're going to try a different twist, give them something else to play in league. If they don't want to play Cricket, why force them?

As for tournaments, we run singles, doubles, team, biathlons (pool and darts), triathlons (pool, darts, and a third game), "bring-your-partner," "draw-your-partner," and so on. There's always a different twist to keep them interested. We turn tournament day into fun day. We give the bar owner the opportunity to have one hell of a day on a Saturday or Sunday afternoon.

How are teams' trips to state or national tournaments financed?

We normally do fund-raisers. That's what we did this year for the VNEA in Las Vegas. We took four teams—20 people—which required a little bit of money. At tournaments, I'd take $1 out of an $11 entry fee, which went towards the "Las Vegas Travel Fund." The bar owner would usually kick-in $20 or $25 to the fund. I also raffle off anything you can imagine for the fund: turkeys, hams, steaks,

Animal Festival

Add Profits & Excitement
to your Redemption Center

Animal Festival

COMPACT SIZE
COMPACT PRICE!

- NO ASSEMBLY REQUIRED
- NO AIR COMPRESSOR NEEDED
- MINIMAL SPACE REQUIRED
- IDEAL FOR KIDS AND ADULTS

VARI-TECH
INTERNATIONAL
4520 Spartan Industrial Dr., S.W.
P.O. Box 739, Grandville, MI 49468 616-538-4088

1-800-245-2737

booze, cash, and things like that.

In the end, it only cost each team member $200. That covered round-trip airfare from Madison to Chicago, five days and four nights at the Riviera Hotel, and entry fees. That's a hell of a deal, I think.

Do you think darts will ever have its popularity base extended beyond the Northern and Midwestern states?

I think so. Right now, I hear darts is growing by leaps and bounds in Florida and some other warm states. With proper promotion, darts could most certainly spread in popularity.

I think all over the country, operators and bar owners are realizing that they need something else besides video games. But it takes work; it takes promotion. The days of walking into a location, emptying the machine, and walking out are over. A lot of operators are afraid of change. Let's face it, we're in the '90s. I'm optimistic that this is the decade for us. Any operator who isn't willing to get after it and work is crazy!

> ***"I thought this was the coolest business I'd ever seen in my life—and still do."***

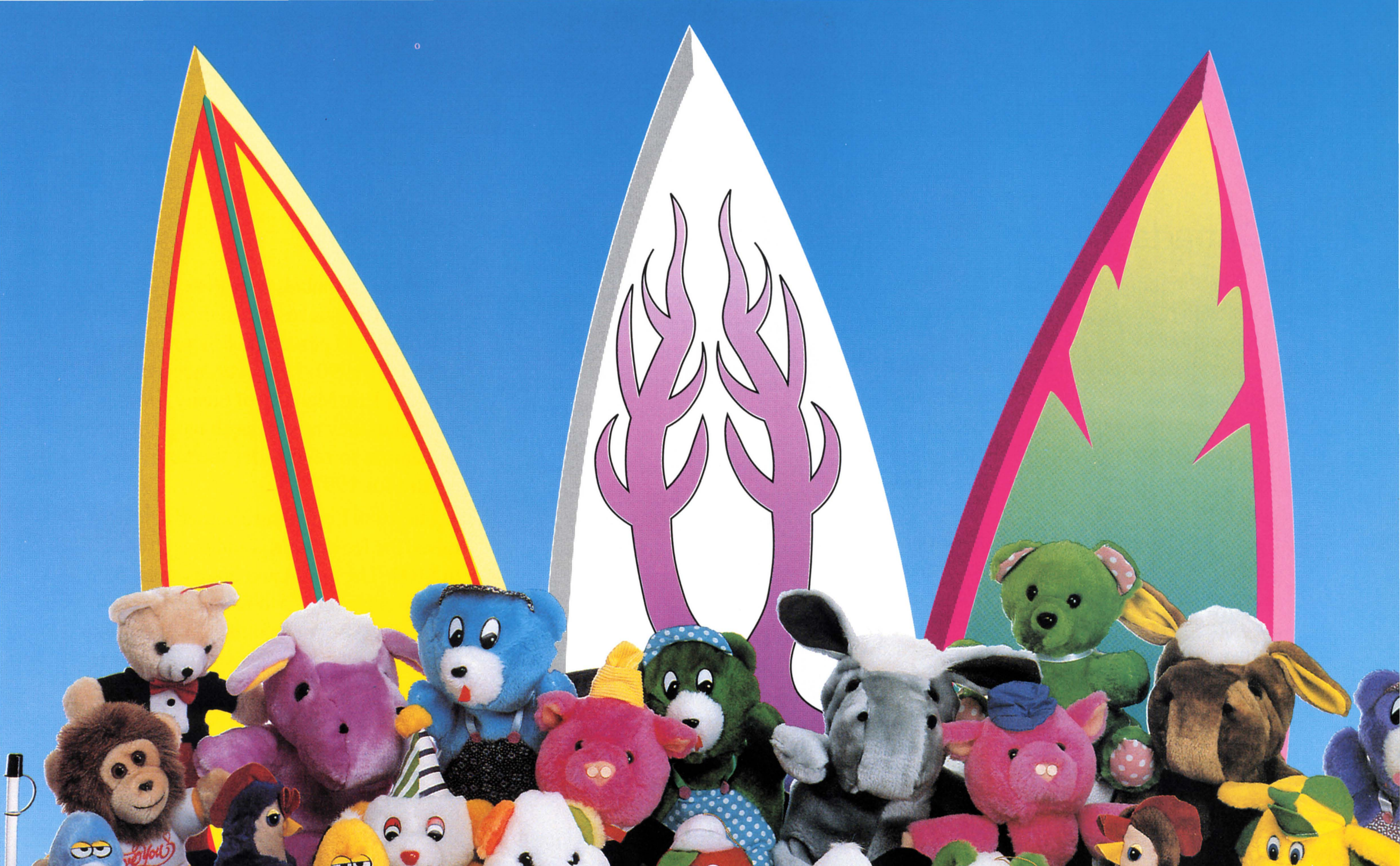
I started operating CD jukeboxes in July 1986. My competition thought I was insane. I just had my fourth anniversary with them on the street, and yet some of my competitors are only now getting into CD jukeboxes. My first set are already paid for! I talk to operators in other parts of the country, and they're scared of the change from vinyl to CD. Vinyl is dead. Don't be scared; get out there and make some money.

Our industry is giving us tools to be very successful. Many vendors have been in this business for a long time and don't want to change, or they don't want to work hard anymore. Manufacturers of CD jukeboxes have given us an opportunity to get dollars instead of quarters, yet too many operators refuse to take advantage of it. I don't understand why.

Could you imagine operating pool tables or dart machines without running leagues?

Absolutely not. I can't imagine why you'd spend the money to put a machine in the corner and not promote it. Operators who are heavy into video games should consider this: you don't have to rotate dart machines, pool, or foosball tables. More and more players want interactive, participatory games. You've got to give them what they want. □

Mary with the "Bullseye Dart Gods," first place winners in the Masters Division at AMOA-NDA '89.



The Surf's Up at P.M.I. Toys

And so is the selection. Now choose from the hottest collection of plush toys and novelties for the summer.

Waves of new items are continually coming in from our factories, assuring you the highest quality product at the best prices.

See us first for all your redemption needs, trade-ups and build-ups.

Call our toll free number to place your order today.

1-800-562-5266

MasterCard

VISA

P.M.I. Toys
& Novelties
INTERNATIONAL
FAX (512) 824-6565
4310 Tejasco, San Antonio, TX 78218

Canada

The Planning Commission of Regina, Saskatchewan, is considering a curb on the number of video games allowed in convenience stores. Why? The commission has been hit with a swirl of protests from several community associations, who oppose an operator's request to place up to two more machines per store across the city.

Video games and arcades were once again linked with the usual vices: truancy, loitering, littering, vandalism, and burglary. Want more? Try violence, drug-dealing, and *prostitution*.

Paul Demong, lawyer for Automatic Amusements Ltd., told the commission that allowing machines in some neighborhood stores would keep kids from straying in search of downtown arcades. Also, adults in convenience stores could keep an eye on each other's children.

But Mitch Diamantopoulos, representing the Core Community Group, doubted Demong's supervisory claims. "You can't expect those workers to check children for their age and turn the machines on and off at the appropriate times," he said. "Now is not the time to consider placing one more temptation in the path of under-privileged youth when they're sent to the store to buy bread or milk."

Said Ron Robinson of the Cathedral Area Community Association, "They're (video games) an obvious and outright nuisance. And the monitoring of the machines is virtually nil."

Indiana

New officers have been elected for the Indiana Amusement and Music Operators Association (IAMOA). They are as follows: David Sheehan of J & J Distributors in Indianapolis, president; Rose King of Jack Eiser Sales in Ft. Wayne, vice president; Mike Smythe of Indy Amusements in Indianapolis, treasurer; and Wayne Cunningham of CPC Music in Crawfordsville, secretary.

The board of directors are Fred Dunham of Action Amusement in LaPorte, David Dugan of Amusement Equipment in Chrisney; and Gib Clevenger of C & C Amusements in Richmond.

Maryland

Before Daniel Goodman came along there was no way a seriously disabled person could enjoy pinball machines, short of vicarious thrills received from watching someone else play. But Goodman, an electrical engineer and former pinball salesman, has changed that.

He founded The Silverthorn Group in Brinklow, Md., and invented a computerized module that flips the flippers in response to the wink of an eye, the touch of a toe or finger, or even a simple puff of air. Goodman got his inspiration after a friend's son was paralyzed from the neck down in a skiing accident.

The modified machine, which has garnered praise and awards from various groups and publications, made its first public showing in early May at a Washington, D.C., conference for the disabled.

Goodman is trying to sell the machine—which has special legs so wheelchairs can fit under its front—to rehab centers and larger corporations that have disabled workers. Some 3,000 such places would be interested, he estimates. Prices for the pinball start at $7,500.

"It (the machine) has to deal with the quality of life," Goodman said. "It allows people to interact with each other and break down barriers."

Oregon

Video and pinball operators in Oregon have been unsuccessful in their attempts to have a 100 percent tax increase overturned for 1990. However, according to operator Eric Mahaffy of Easily Amused, the ruckus they raised may have prompted legislators to reconsider the taxing procedure for 1991.

The 1989 Legislature passed a bill that raised the fee on videos and pins from $50 to $100. The tax on jukeboxes and kiddie rides went from $25 to $50. The proceeds go to the Oregon Youth Conservation Corps, which provides summer jobs to teenagers.

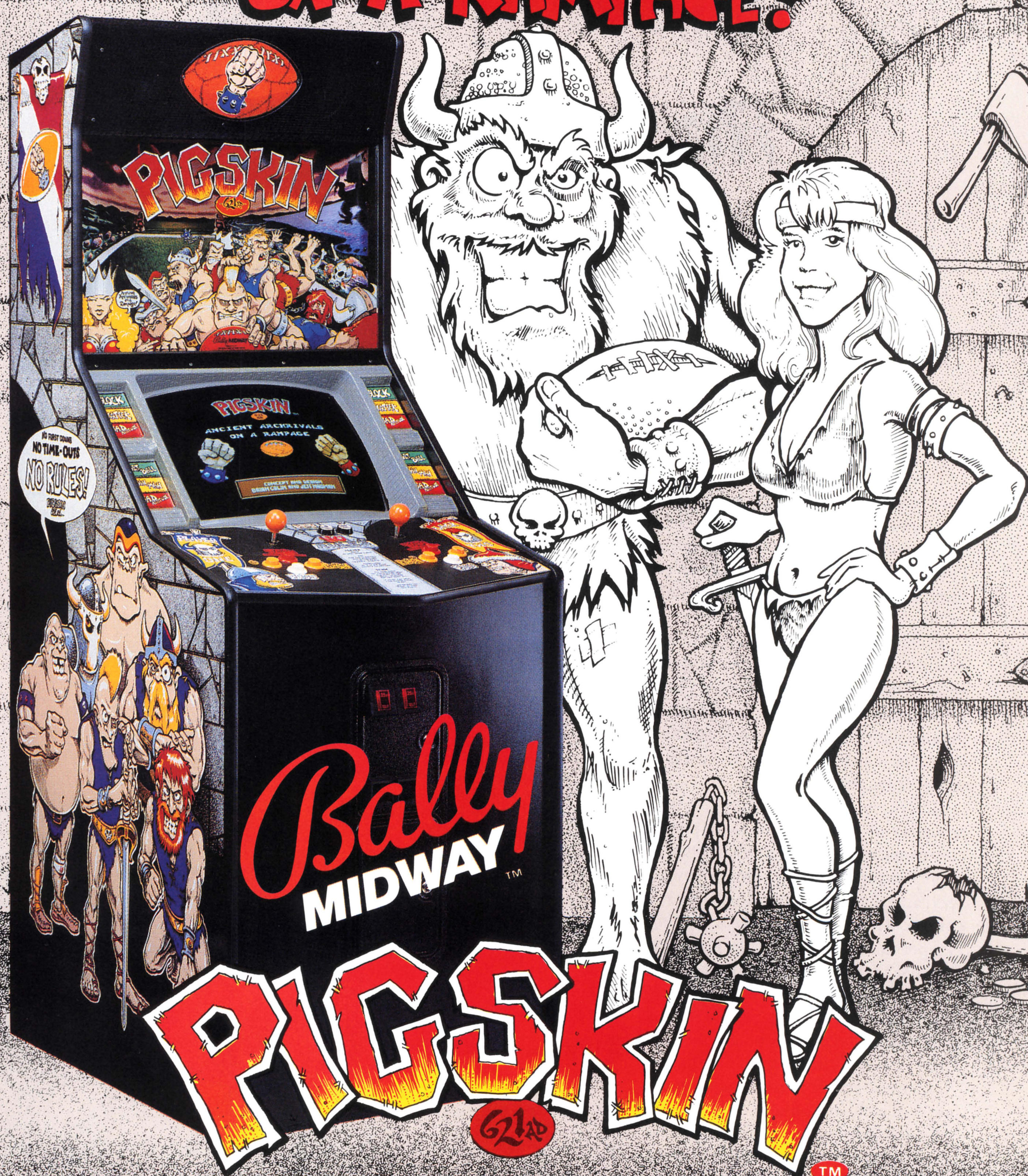
"The tax is a done deal for this year; we have to pay it," Mahaffy said. "However, if operators write 'paid under protest' on their checks, the chances are good that half of the fees will be reimbursed."

In 1991, the Legislature may implement a different procedure for collecting this "privileged device" tax, Mahaffy says. The state would charge operators one percent of the cashbox, which would prevent cities and/or counties from adding additional fees. Said Mahaffy, "They would see we take in much less than they've imagined."

Rep. Carl Hosticka, who supported the tax increase back when it was passed, is now an ally of the operators. He says the real target of the tax increase was video poker machines, which generate more income than videos and pins.

Concluded Mahaffy, "I don't want to see video poker operators hurt. That's why it's important for both sides to work together on a bill and/or new description of what a video game is. We (video and pin operators) aren't the targets for this tax increase, yet we suffer the consequences." ☐

ANCIENT ARCHRIVALS ON A RAMPAGE!


PIGSKIN
ANCIENT ARCHRIVALS ON A RAMPAGE
CONCEPT AND DESIGN BRIAN COLIN AND JEFF NAUMAN
NO FIRST DOWNS NO TIME-OUTS NO RULES!
Bally MIDWAY™
PIGSKIN 621 AD™

Before Football...before Rugby...before Bubonic Plague...PIGSKIN 621 AD!
No First Downs...no Time-Outs...NO RULES...just lots of low down & dirty fun...
with Profits of Barbaric Proportions!

©1990 Midway Manufacturing Company. Manufacturers of Bally Amusement Games 3401 N. California Ave., Chicago, IL 60618 (312) 267-2240 FAX (312) 267-8435

Bromley brings *Rock-N-Bowl* to redemption market

Operators looking for something different in the redemption line may have found it at the private showing of a new Bromley Inc. game in Chicago on June 14. The game is *Rock-N-Bowl* and it's slated for shipping to distributors early this month.

Bromley 's game introduction coincided with the U.S. Open golf classic held that week at nearby Medinah Country Club. Distributors and operators who attended the game's debut were given golf caps and shirts that matched the game's bright turquoise color and graphics.

Skillful players can expect great rewards with *Rock-N-Bowl*. Game play is easy to understand and the bowling theme is universally appealing. This is how to play: Insert a coin, which drops into the coin shooter. Aim the shooter at bowling pins positioned at the end of the playfield. Each pin has a different point value that is operator adjustable. The coin then rolls on its edge to the end of the playfield and the pins. When a pin is struck it's a win; when a pin is missed it's a gutter ball. The ''Tennessee-style'' is available as an option on the dip-switches.

Rock-N-Bowl is housed in a plywood cabinet with solid-state electronics and a Deltronic ticket dispenser standard. A unique indicator light on the front of the cabinet alerts the location when the ticket supply is low.

According to Lauran Bromley, ''Earnings have been unbelievable. We knew we had a winner, but even we were a bit surprised at just how much this game earns weekly.'' Added Bromley's representative, Frank Bundra, ''We had to add a metal bracket to the bottom of the cashbox for added support.''

Bundra is proud to say this game is all American-made. The research, design, and production is all being done in the Chicagoland area. The basic idea was drawn from a European game that was a runaway hit. It has been Americanized and updated for the '90s.

For more details, and information on game availability, contact your local distributor or Frank or Joe Bundra (708) 934-0661; FAX (708) 934-0555. ☐

Clowning around at the new game introduction, (l-r): Jim Wittler of Atlas Distributing (Pittsburgh), Joe Bundra, Lauran Bromley, Lou Larson of Atlas, Marty Smith of Greater Southern, Minerva Santiago of Bromley, and Frank Bundra.

The Americans host expo in Mexico City

The American Amusement Machine Association held its first Latin American Amusements, Music, and Video Game Exposition in Mexico City on July 10-11 at the U.S. Trade Center. While the association said they would be happy if only 300 people showed up, their expectations were met many times over. The crowds were impressive for the two-day event. Exhibitors were required to be members of AAMA.

Just a month ago, the Federacion De Operadores, Ensambladores Y Fabricantes De Maquinas De Video En La Republica Mexicana held its own show in Mexico City exclusively for Mexican companies. In addition to other topics, the two groups are in discussions about combining the shows for next year.

How would one describe the situation in Mexico? Perhaps you remember the Indian folk tale of the four blind men who happened upon an elephant. None knew what it was, but each tried to describe it according to what part he was touching. The first man grabbed the elephant's tail and exclaimed that the animal was much like a rope—long and thin. The second, who had the elephant's leg in his grasp, argued that it was nothing like a rope but instead a massive log. The third was busy examining the animal's ear and emphatically told his companions that they were both wrong, that it was like a huge fan. The fourth ran his hand along the elephant's body and said it was like something without beginning or end.

Well, the four men were right and yet all wrong. Each was convinced that his description was accurate but each had only isolated facts. None had seen the overall picture.

It's a similar situation in Mexico. Depending on what you are "touching" is how you would describe it. Many American companies have been selling equipment into Mexico for years. One such distributor told Play Meter that the United States was getting all worked up over nothing. He said that there were new markets constantly opening all over the world and Mexico was no different.

But his theory does not seem to reflect the new attitude in the country, brought about by its new president. Carlos Salinas de Gortari has embarked on an unprecedented program of economic reform. Washington has been delighted with Salinas's bold program of economic restructuring, which includes among other things sweeping away impediments to foreign investment and negotiations toward a free-trade agreement between the United States and Mexico.

Because of this, relations between the two countries are the best they have been in years. We are aware that the tariffs were lowered last year, making it more attractive to sell into Mexico, but those tariffs are still quite high—38 percent. Unfortunately, for the last decade copied games have been accepted in Mexico, as evidenced by the exhibitors last month, who virtually all displayed copied games along with legitimate U.S. games—mostly older pieces.

It has been believed by most of the Mexican companies that Mexico has no copyright laws forbidding copied boards, possibly because no laws have been enforced all those years. However, at a meeting between AAMA and its Mexican counterpart, heated discussions arose when AAMA members assured the Mexican representatives that there were in fact copyright laws that had been on the books since 1928.

AAMA set up another meeting with the Federation members in which attorney Roberto Arochi Escalante outlined the laws that are still in effect. AAMA is working with the Mexican government to have those laws amended and enforced.

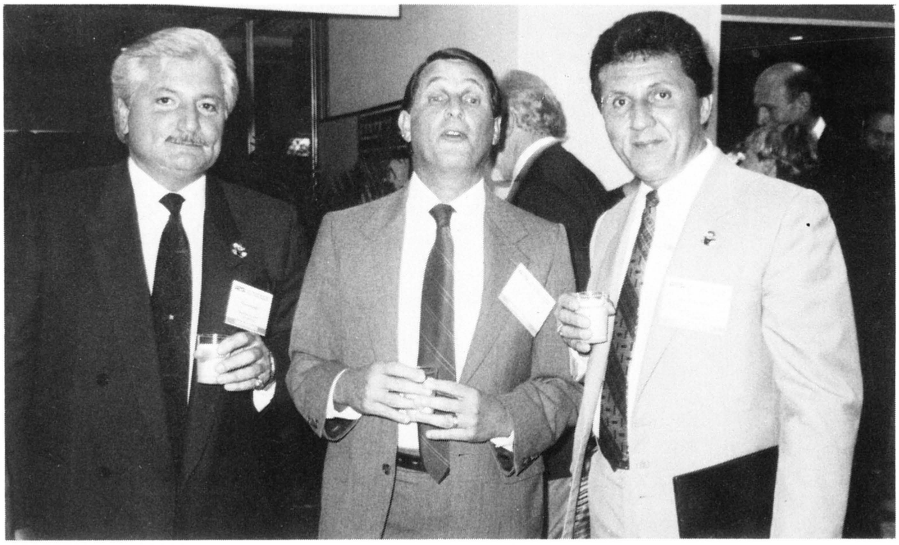
The Federation is a combination of at least six fragmented associations from across the country who have joined forces. The members (there were no accurate figures as to the number) are mostly in agreement that they are looking for reforms in the coin-op industry. But as one said, ''Mexico is not the 51st state. The Americans can't just waltz into the country and demand changes with unrealistic deadlines. Operating in Mexico is far different than it is in the United States.''

Americans cannot apply their standards to the Mexican way of doing business and expect to see changes overnight. It would be like trying to take a square peg and putting it into a round hole. It won't fit without modifications.

We have a distinct division of responsibility that is not so clearly defined south of the border. One company may operate games, build cabinets, sell games, etc. In the United States, we immediately know what an operator, distributor, or manufacturer is. Americans have to take into consideration that Mexico is another country, not an extension of the United States.

Just-can't-be-serious Bev and Rich Babich (r) with customers Tania and Jean-Claude Tribut.

From left: Jeff Walker, Bill and Marilyn Cravens, Rick Rochetti, and Frank Ballouz.



Mexico's Deputy Chief of Mission Robert Pastorino (c) with Mars Electronics' Steve Kindler (l) and Jerry Gutlerrez.

MEXICO SHOW

From left: Nintendo's Al Stone, Fiesta Carrusel's Alejandro Telle Abaroa, Mexel's Moses and Jacob Shemaria, and Barry Feinblatt of BFE Enterprises.

Sega's Donna Cristich with (l-r) Satish Tandon, Dave Cantrelle, Guillermo Garcia Jimenez, and Tom Petit.

Robert Pastorino cut the ribbon, officially opening the show.

Brady's Tom Keil busy talking with show attendees.

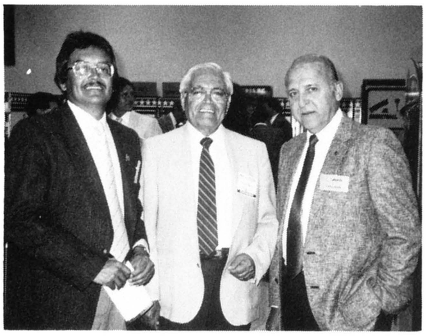
James Industries' John Blouin (r) with Sal Miranda of SMS and Lenny Dean of Coastal.

From left: Betson's Bill Seibert and Robert Betti with Emilio Porte of Juegos Electronicos.

Valerie Cognevich with Mexican operator Olaf Jaurez Gutierrez.

Capcom's Bill Cravens (l) with Difadi's Mike Kessler.

Chris Anderson (l) and Fabian Espinoza of Sharp Image.


Three from Chicago, (l-r): Ed and Arturo Velasquez with Jaleco's Larry Berke

Moises Soffer of Industrias Vibratek (l) with Andres Guzman and Ed Cipollina of Baton Security Products.

From left: Mike DiMotta and Paul Carda of Imperial International with Alicia Buen Abad Reynaud of GalacTronic and Betson's Joseph Migueles.

At a press conference with Capcom's Bill Cravens, Fabtek's Frank Ballouz, Dynamo's Bill Rickett, and AAMA's Bob Fay, they agreed that their goal was to work in cooperation with the Mexicans. "We are not trying to cure the sins of the past," noted Cravens. "We are looking to go forward."

Rickett added, "I think this has been very traumatic for them. We need to work with them. But it's a two-way street. We need to learn from them also."

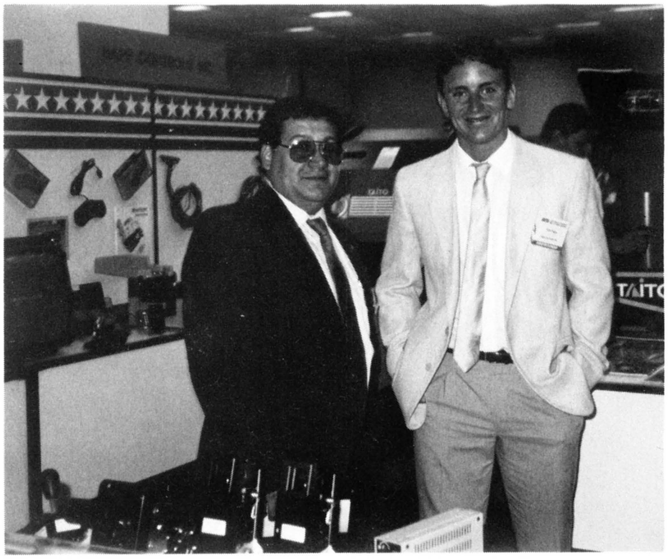
Several Mexican companies joined AAMA to be able to exhibit at the show. Ballouz said that AAMA would like to get them involved in the association, working on committees. Also, AAMA would like to see its members get involved with the Mexican association.

"This is just a start, but we are going in the right direction," Rickett added. Fay is planning a strategy to help the Mexicans understand the difference between a copied board and a legitimate board, similar to what he did in the United States a few short years ago. Fay described the situation in Mexico as similar to what it was in Canada. Canadians freely used parallel and copied boards until penalties were stiffened and enforced. Fay feels that with more amendments being added to the laws in Mexico, there will be stiffer penalties and better enforcement.

AAMA members met with Robert Pastorino and Bob Miller of the Dept. of Commerce. As a follow-up to that meeting, Fay will be meeting with Don Abelson, the U.S. trade representative for Mexico, to discuss lowering tariffs into Mexico. Abelson was an important link in discussions with Canada. "I think that if we can get the tariffs lowered, the Mexicans will see that we are trying to work with them," Fay noted.

He added, "It's very important for us to work with the Mexican association because once you get the commitment from the big guys, the others will follow." ☐

From left: Frank Minnella of Lock America, Mike Robinson of Tecmo, and Heriberto Espejel Sandoval of Disenos Electronicos Avanzados.



Tom Happ of Happ Controls with Taito's Emilio Cabrera.

From left: Kiddie Rides U.S.A.'s Stuart Heller, Dora Campos, and Javier Loera of Video Electronica.

Fabtek's Darlene Kindler (r) with translator Elizabeth Limon.

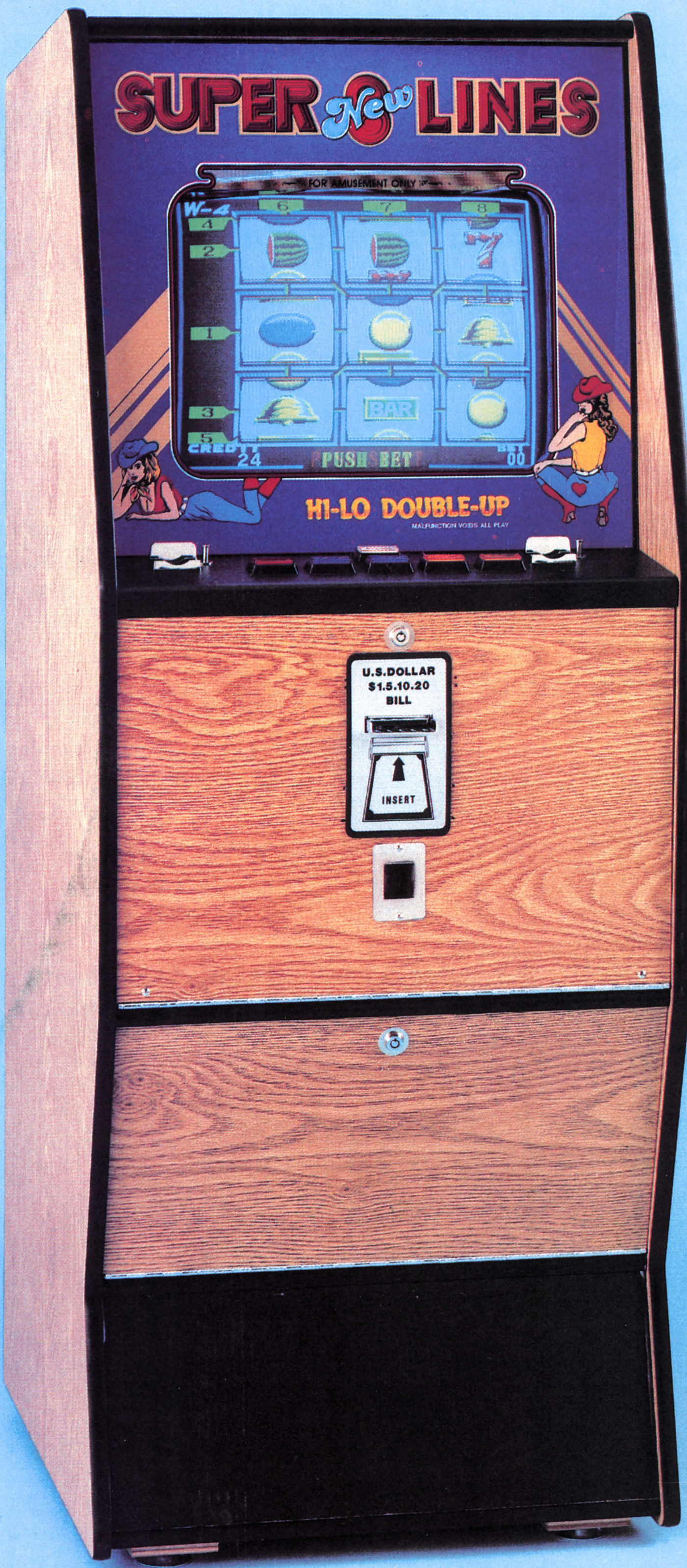
SUPER 8 LINE

WITH DOUBLE UP STRIP ACTION FEATURE

The Hottest Game in Town!

FEATURES . . . . .
- Available in Either 13" or 19" Color Monitor
- Eye Catching Graphics
- Super Realistic Sound Effects
- Sturdy Cabinet
- Also Available: $1-5-10-20 Bill Acceptor (as shown in picture)

ASK ABOUT OUR:
- Kits
- $1-5-10-20 Bill Acceptor A one piece unit that accepts bills in any direction
- Solid Steel Security Bar Adjustable to fit any size cabinet
- Solid State Remote Control Transmitter & Receiver


SUPER New 8 LINES
FOR AMUSEMENT ONLY
W-4
CREDIT 24
PUSH BET
BET 00
BAR
HI-LO DOUBLE-UP
MALFUNCTION VOIDS ALL PLAY
U.S.DOLLAR $1.5.10.20 BILL
INSERT

ALSO AVAILABLE:
- **Super 8 Line** in a space saving mini cabinet
- **Super 5 Line** in a bench model cabinet
- **Firing Platoon** Dual Game
- **Hilo Double Up** Joker Poker

OUR NEWEST GAMES:
- **Winner 8 Line** with a real live stripper
- **Jumbo 8 Line**
- **Lucky Roulette** the only roulette game on the market

LEISURE ENTERTAINMENT, LTD.

CALL TOLL FREE 800-645-2162

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

Taito debuts variety of summer offerings

It wouldn't be a coin-op industry event without a little interactive sports, such as golf, to liven up the occasion. On June 14-16, Taito America Corp. invited its distributors to its second annual sales meeting/golf outing at the Marriott Lincolnshire Resort in Lincolnshire, Ill., for both business and pleasure.

Three new summer offerings were introduced at the business session: *Top Landing,* a dedicated sit-down flight simulator; *Thunder Fox,* a two-player horizontal kit; and *American Horseshoes,* a one- to four-player vertical kit. *Champion Wrestler,* the company's one- or two-player tag team kit (already on the street) was also on display. The variety is intended to address operator needs in street locations as well as arcades.

Top Landing, which comes in a non-moving cockpit cabinet, tests the player's takeoff, flying, and landing skills as he attempts to land at international airports in eight different cities, from Osaka, Japan, to Sydney, Australia. Points are awarded for performance.

Thunder Fox challenges players to conquer five stages: battlefield, air fortress, aircraft carrier, jungle/mines, and enemy base. Another of the jump, punch, and kick genre, this one is touted for the well-done graphics and the last scene challenge to fight your fellow player after defeating all the boss characters.

American Horseshoes should have universal appeal since it features up to nine rounds of play and is faithful to the real game; scoring is realistic and humorous touches abound.

Champion Wrestler has enjoyed play at recent state shows and is already on many a route. A reasonably-priced kit, it features eight tough fighters with names to match: Bloody Cobra Joe and Matterhorn Decker for starters. More details on all new Taito games are found in this month's "What's New."

Taito also seized the occasion to introduce new staff members, including Mr. Minoru Suzuki, president; Mike Naito, production department; Julie Filips, marketing assistant; and sales representatives David Cane and Tony Calcopietro.

The golf outing, termed the Taito Open, followed the business session. An afternoon picnic lunch and evening barbecue rounded out the day. Attendees were afforded a chance to spend the next day at the U.S. Open at the Medinah Country Club, a golfer's dream. ☐

Taito golfers, (l-r): M. Naito, M. Suzuki, Y. Suzuki, and Y. Nakanishi.

Bob Boals (l) of Betson (N.J.) and Marty Smith of Greater Southern sample *American Horseshoes*.

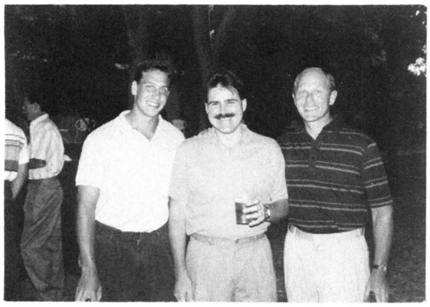
Leading off a lineup of golfers, (l-r): Jim Chapman of Taito, Scott Sammons of Sammons-Pennington, and Michael Gatens and Ted Sweitzer of Southgate Amusement.

At the evening barbecue, (l-r): Charlie Caplan of Birmingham Vending (Orlando), Jim Chapman of Taito, and Bev and Rich Babich of Colorado Game Exchange.

Taking a golfing break, (l-r): Matt Tarantelli, Jeff Tarantelli, and Dave Harmer of T.O.P. Distributing, and Dave Gilfor of Active Amusement.

A happy Jim Chapman with Cindy Bozman of Reno Game Sales and John Betti of Betson Pacific.

From left: David Cane of Taito, Gary Cohn of Mountain Coin, Blair Norris of Brady Distributing, and Al Toranto of Birmingham Vending.



John Betti (l) and Peter Betti (r) join Rick Rochetti.

From left: Lou Larson and Jim Wittler of Atlas (Pittsburgh), Maury Zacher of Eastern Distributing, and Gary "The World's Most Dangerous Golfer" Gouse of Birmingham Vending.

From left: David Cane, Tony Calcopietro, and Natalie Kulig of Taito with Steve Koenigsberg of State Sales.

Taito staff members gather before the business meeting.

Looking like fashion models on the fairway, (l-r): Tony Yula of Mondial, Bob Boals of Betson (N.J.), Tom Keil of Brady Distributing, and Mark Chan of General Coin.

James T. Hawes

Bringing excellence to the assembly line

WMS Industries, manufacturer of Williams and Midway products, recently matched its leadership in product design with production innovations.

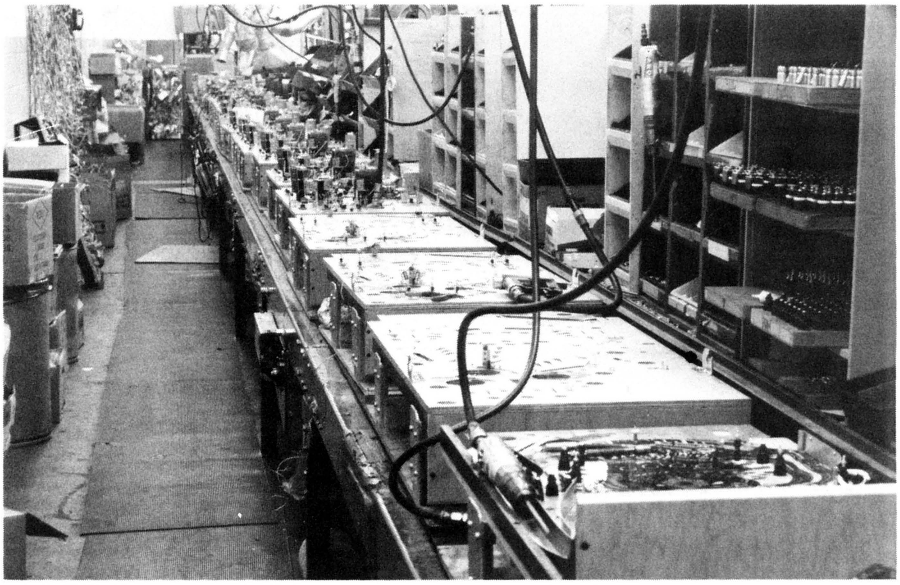
WMS augmented its facilities with more automation, improved quality control and streamlined materials handling. In fact, the WMS production philosophy unites manufacturing, inventory control, cost accounting, purchasing, and materials handling.

The focus of WMS's new high tech approach is the marketplace. The benefits include on-time delivery, higher quality from unified inventory control and materials handling, and flexibility in market responsiveness from cooperative accounting, purchasing, management, and employees. In spite of inflation, this unified approach helps WMS maintain its prices.

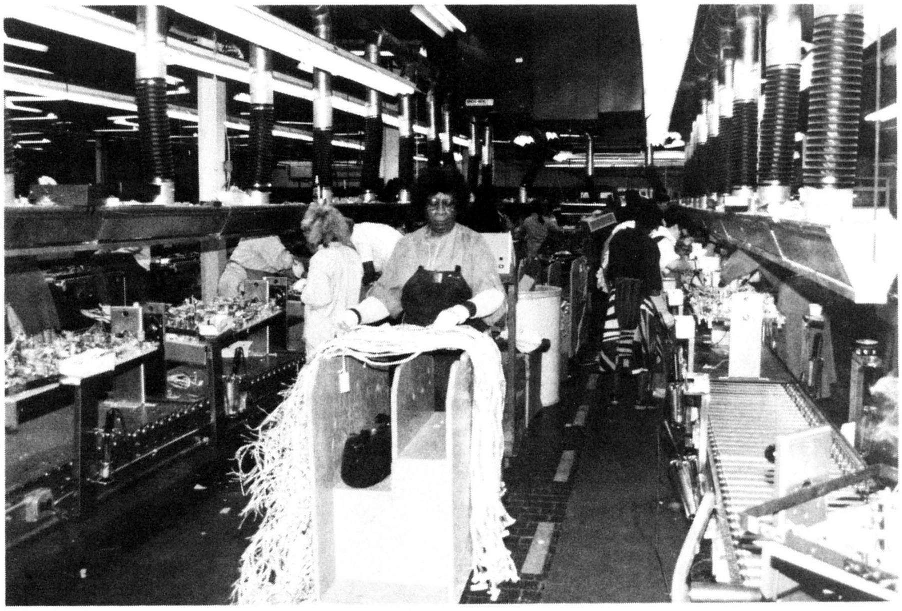
General manger Ken Fedesna begins the story about two years ago: ''We made a corporate decision to review manufacturing procedures and processes. We began to study how the Chicago facility could be modernized. The goal of this modernization would be to meet market demands for the next decade and the next century. We set a new philosophy of change into motion.''

He continued, ''We'd already produced top-earning games for several years in a row. Now, we were committed to dramatically increase product reliability and listen to the market as never before.''

After sweating over plans for nearly a year, WMS gutted the plant and implemented a total renovation, including two new assembly lines, one for Williams games and the other for Bally games.



BEFORE: Stationary wooden fixtures required assemblers to manually pick up a playfield and turn it over to work on the opposite side.



AFTER: Playfield handling has been completely eliminated through rotating fixtures that swivel to any assembly angle. Pictured is solderer Juanita Walker.

The two assembly lines, working independently of each other, are augmented by a third, smaller facility known as the "sample line." While producing about 200 pre-production games for testing, the sample line enables employees to gradually tune production resources by learning the best way to manufacture a particular game.

Manufacturing vice president John Straebel explains why all the high-minded fiddling with production: "Fully a third of any game's 1,500 parts are unique. Each line produces four different models per year. At current production levels, 300,000 parts per day pass through the lines. With those numbers, the need for 'production tuning' is obvious."

Straebel also describes a second type of production tuning: "Subassemblies are now located adjacent to related final assemblies. This proximity naturally reduces work in process and organizes people more effectively." The new lines snake up and back among flanking subassembly workstations.

The adjacent assembly and subassembly stations have reduced parts handling, thus reducing accidental parts damage. To even further reduce parts handling and damage, WMS utilized carriages to transport pinball playfields through the factory during assembly.

Each carriage allows assembly work to be performed on either side of a playfield. After electronic tests done on the bottom of the playfields with equipment developed by Ron Kocol and John Dolaz, the games pass on. Workers simply unlatch the carriage and flip the playfield for work to proceed on the top. As workers at the end of the line pack the games for shipment, the carriages ride an automatic overhead conveyor belt back to the beginning of the line.

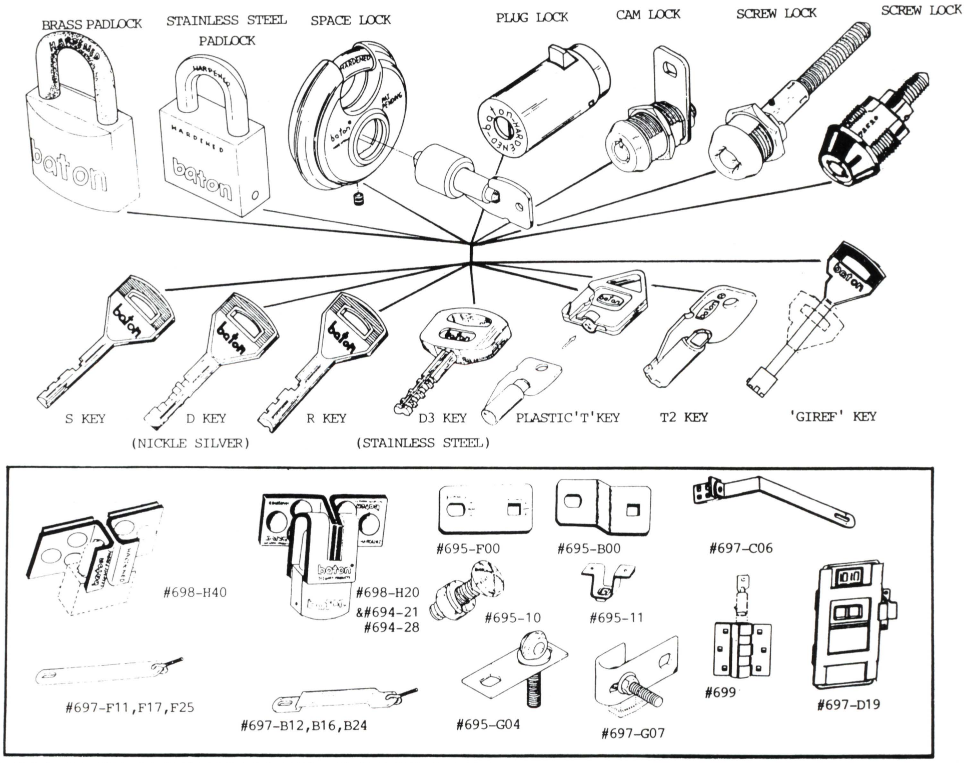
Boosting worker morale, the new plant incorporates improved lighting and ducting along with vents equipped with high-tech electrostatic "smoke eaters" close to the workplace.

> *"The goal of this modernization would be to meet market demands for the next decade and the next century."*

Sales and marketing vice president Marty Glazman stresses the flexibility of the new factory layout. "By flexibility, we mean our response to the market with different games. We can go up or down in quantity. Day by day, we are producing what the market needs."

Other improvements include the

THE CONVENIENCE OF VARIETY — THE QUALITY OF baton®
SELECT ANY COMBINATION OF LOCKS AND KEY PROFILES


BRASS PADLOCK
STAINLESS STEEL PADLOCK
SPACE LOCK
PLUG LOCK
CAM LOCK
SCREW LOCK
SCREW LOCK
S KEY
D KEY
(NICKLE SILVER)
R KEY
D3 KEY
(STAINLESS STEEL)
PLASTIC'T'KEY
T2 KEY
'GIREF' KEY
#698-H40
#698-H20
&#694-21
#694-28
#695-F00
#695-B00
#697-C06
#695-10
#695-11
#699
#697-D19
#697-F11,F17,F25
#697-B12,B16,B24
#695-G04
#697-G07

BATON LOCK AND HARDWARE COMPANY
11521 SALINAZ DR. • GARDEN GROVE, CA 92643

1-800-395-8880

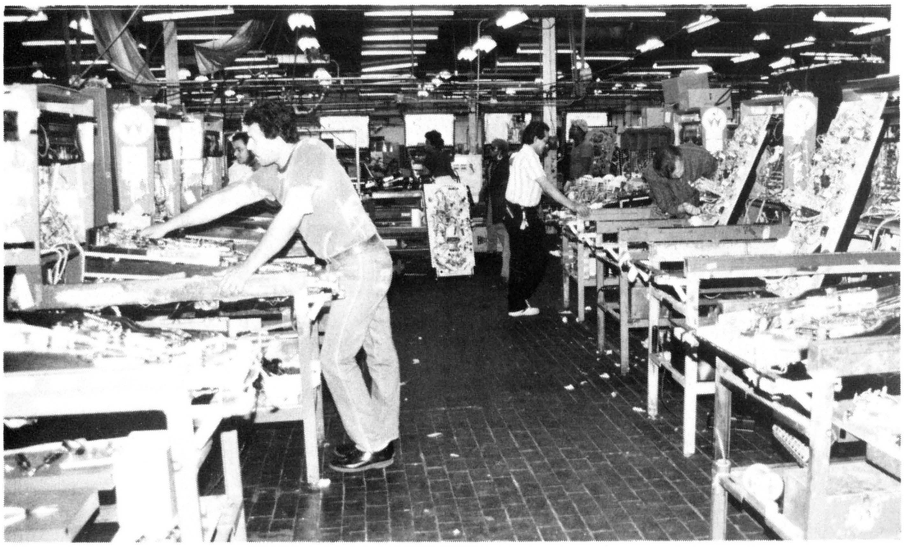
Japanese style of material handling called Kanban, which means "card." Originally, workers at Toyota used cards to signal the need for supplies. Though broader in concept, it still refers to a system of manufacturing where "production flags" signal a factory need.

Straebel explains, "Formerly, several hundred thousand parts—in weekly quantities—were pushed into the production area. The volume is the same, but the approach has improved with Kanban. Now we set up visible systems so parts arrive only as needed.

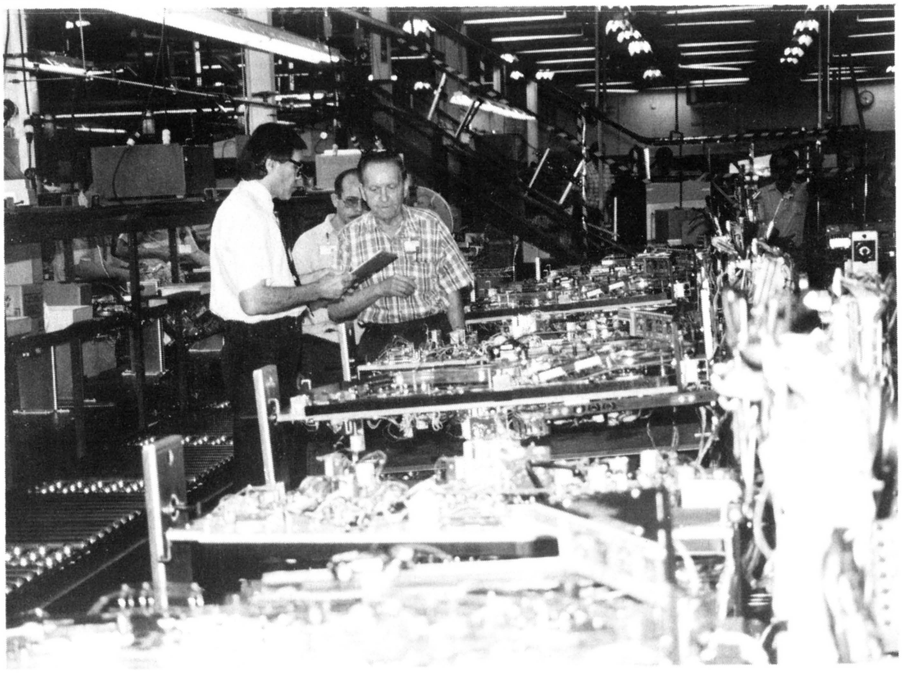
"Another aspect of Kanban is containerization, which assures that assemblers receive quality parts in a timely fashion. We establish a formula for each container—by time. That is, each container may hold an hour's worth of parts. Each employee has his own 'trigger,' so they get what they need when they need it."

Behind the scene is a well-organized stockroom reminiscent of a library. The sealed parts bins, like book stacks, are organized by part number order, with part numbers at the end of each stack. There's very little bulk stock, in direct contrast to pre-renovation days. Stockroom "librarians" continuously perform cycle counts of stock in an ongoing, miniature inventory. In effect, inventory proceeds constantly, rather than annually as before.

Fedesna sums up the entire renovation: "We have a corporation-wide pledge. It extends to the personal level, from management to staff, to workers and foremen — a commitment to excellence. And although we are very proud of our refurbishment project, the one thing that is vital, essential, and paramount to WMS is its customers. We couldn't have done it without customer input. With customers like ours behind us, there can be no limit to our achievements." ☐



BEFORE: Completed playfields were hand-carried to fixed playfield test stations and then hand-carried to cabinet assembly. Pictured are testers Juan Ramoz and Louis Rodriguez.

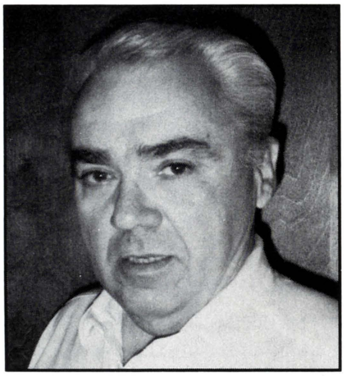


AFTER: Playfields roll directly from playfield assembly onto mobile test carts and then directly to a conveyor feeding the cabinet line; handling is eliminated. Pictured are plant manager Ernie Pelligrino and tester John Snell.

ON-THE-BALL

Profit Service Message #3 from Williams

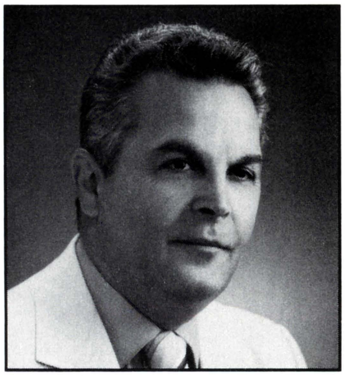
Q: *How have you made pinball work for your operation?*



Ray Shroyer, Metro/Canale

A: "The way I turned pinball around was to get back to basics. My advice is to read the book—the instruction manual—and set the games up properly. Don't just jump on them when they come in. Explain to personnel how to reprogram them. When I did that with the new 'Diner', for example, I built the replay effort up to a 35% average. You won't see people walking away from that one!"

Ray Shroyer



Gene Urso, MCM

A: "I pay close attention to the placement and type of game. I put the hot equipment, such as 'Whirlwind' and 'RollerGames', in more visible areas, like the main bar. I've found that when you showcase a good product where the traffic count is high, it lets that product perform at peak level in terms of taking in money. And if you maintain the piece, you'll be sure to get a higher resale value."

Gene Urso

Williams®

AVAILABLE NOW!

When the question is profit, the answer is Williams pinball.

If you have a tip you'd like to share, send it to Roger Sharpe at Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618. And we'll send you a free T-shirt!

Jukeboxes and video pokers dominate WAMO event

Several messages rang out at the Wisconsin Amusement and Music Operators Association (WAMO) spring conference and trade show held June 7-10 at the Holidome in Stevens Point, Wis. First: Jukebox compliance is a must, not a choice. Second: It's final, no vinyl. Third: Video poker legislation may be just around the corner if we play our cards right.

As with many state shows this year, educational seminars were the biggest drawing cards and WAMO had its share of significant ones. The Thursday slate included, ''Implementing Location Contracts,'' with John Whitehall, experienced coin-op attorney; and ''Pinball Promotions,'' moderated by Joel Kleiman of Pioneer Sales, with Pete Gustafson of Data East, Dan Clarton of Premier, and Roger Sharpe of Williams Electronics.

The Friday platform included, ''Where is Our Industry Headed in the '90s?'' with Marcus Webb, editor of Replay; ''Jukebox Licensing and the Future of 45s,'' with Wally Bohrer, Jr. of Hastings Distributing and Record Source International (RSI); and ''Video Poker Update/Future Strategies,'' with a panel consisting of Tom Coenen and Janet Swandby, WAMO lobbyists, Jim Pietrangelo of SMS Manufacturing, Ralph Fleege of Mitchell Novelty, and Jim Stansfield of Jim Stansfield Vending.

Industry outlook

Webb expressed an optimistic view of the '90s for the coin-op industry, citing billions of dollars of disposable income. His look to the future revealed more adult players as our player base continues to grow older.

In reference to the video slump, he stated, ''Don't write off this big market. Before video we were a one billion dollar industry. After video we became a seven billion dollar industry. There have been too many post-mortems on video. There are still solid hits and more coming.''

Our world is fast moving and our public is fickle, observed Webb, and when future high technology comes it may not have a coin slot on it. He focused on the shortening of time between the advent of a technological advance and the final application to the general population.

What to do for the present? Webb suggested emulating the expertise of Wisconsin operators who have been so successful with leagues and lobbying efforts on

From left: Ralph Lubinski of Pioneer Sales & Service, Don and Dan Braun of Bliz Phono Service, and Bill Ward and Marcio Bonilla of Arachnid.

behalf of the state's amusement operators. He complimented them by saying they had the ''quiet confidence of people who know what they are doing.''

Jukebox licensing and life support for 45s

''This is the first time in copyright law history that a reduced fee has been accomplished for an industry,'' said Bohrer, as he warmed to his subjects: jukebox licensing and the demise of the 45 rpm record.

Bohrer commented that the performing rights societies expected unrealistic increases in the jukebox license fee when negotiations began. ''When the Berne Convention came into the picture, we agreed to it as long as it didn't spell trouble for jukeboxes.''

Bohrer stated, ''We wanted compliance amnesty and a larger first box fee, which was achieved.'' Amnesty was an important issue because some operators were experiencing hardships. ''We're not in the business to put people out of business,'' said Bohrer. ''We want what's good for the industry in the long run. Working at compliance is good for us.''

He explained that the new agreement was the result of a cooperative effort; it didn't happen by accident. It was a combination of reaching legislators with our message and creating ''jukebox awareness'' through promotions and activities associated with the celebration of the 100th anniversary of the jukebox. The jukebox pins were cited as an effective reminder of our industry.

How do you get the ear of your legislator? In the case of AMOA and the jukebox license fee negotiations, it was helped along by 17,000 signatures from Rep. Robert Kastenmeier's (D-Wis.) district. No elected official can ignore such numbers.

Bohrer focused on the new agreement, saying, ''It's going to be a different ball game and it's going to get nasty. The agencies will inspect thoroughly; the agreement is very clear. There are specific procedures for turning someone in. Don't risk it.'' If operators don't voluntarily comply, they may have to deal directly with the performing rights agencies.

''Please comply,'' was Bohrer's message. ''Only this way can the future goal of reduced fees be achieved. Don't try to get away with anything or it will come back to bite you hard. We have a window of opportunity to drive down our rates over the next three years.''

Turning to the fate of the 45 rpm record, Bohrer said, ''There is no future. The 45 is no longer profitable for the manufacturers. The cooperative operator effort of Record Source International (RSI) is trying to keep it alive. Jukebox operators must pool their resources for a purchasing drive if we want any hit records on vinyl.''

This is how RSI works: it tests records, obtains releases of songs not slated to be

Plush exhibitors included, (l-r): Glenn Sagendorph of Acme Premium, Arlene Morgenthal of Ace Novelty, Barry Lederman of PMI Toys & Novelties, and James Possi of Best Mfg.

EY RECREATION PRODUCTS, INC.

At the Valley booth, (l-r): Dave Gabrielli of Viking Vending, Melody Sutkowi and Alan Schafer of Valley, and Scott Nelson of Hanson Distributing.

done as 45s, has the manufacturer press them, then sends the records to subscription holders. ''There's not enough hit material on 45,'' stated Bohrer. ''We must do something to show the manufacturing companies that we need vinyl for our jukeboxes.''

RSI offers two plans: A) six top records received every two weeks, or B) three top records received every two weeks. The releases are shipped UPS in separate envelopes. Music choices include pop, country, rhythm and blues, pop/rhythm and blues and pop/country.

''Vinyl is sinking too fast,'' observed Bohrer. ''A total of 35,000 to 40,000 subscriptions are needed or labels won't listen to us.'' RSI currently has four ''exclusive'' records on test from the labels. ''The big secret is numbers,'' Bohrer said. ''The labels are in business to make money, but they are not making money now on 45s.''

Video poker—is the deck stacked?

Numbers coming out of South Dakota are impressive. Since the state went ''on line'' with video pokers in October 1989 it has obtained $8 million in revenue; operators and their locations have split $25 million (figures for the first eight months). It's enough to turn anyone's head.

The video poker panel looked beyond the big numbers to analyze the situation as it relates to Wisconsin. An unsuccessful bid to pass legislation (SB299, tailored after the Montana law) meant it was time to regroup. Once South Dakota received the nod, WAMO members started redrafting their bill and structuring it more along the lines of South Dakota's law.

Jim Pietrangelo of SMS Manufacturing, a veteran of extensive ''road time'' in South Dakota, gave a chronological history of the actions that led up to the passage of the law in South Dakota. He covered every step, from initial contact to early adversarial meetings and game demonstrations. ''Everyone falls in love with gaming equipment,'' said Pietrangelo. ''They can't help themselves.''

Communications became a tough hurdle to overcome. The lottery commission wanted all machines to be linked with the state's central computer system. This spelled design problems. Once everything

Bryan Hubbard (l) of Coin Machines joins Scott Dougherty (c) and Howard Smoyer of Merit.

From left: Marge and Jim Stansfield of Jim Stansfield Vending, Tom Coenen, WAMO lobbyist, and Jim Pietrangelo of SMS Mfg.

Fred Kluever of Badger Music with sons Colin (l) and Todd, who enjoyed Taito's *Champion Wrestler*.

was worked out, and after an initial adjustment period, South Dakota can boast healthy routes and operators whose earnings keep increasing.

Other interesting facts: the player base has enlarged tenfold, machines pay out between 80 percent and 92 percent (random payout), there are 3,200 machines on location accounting for some very big dollars, price per play is 25 cents minimum up to $2 maximum, the top payout is $1,000, and games are limited to 10 per location.

Pietrangelo said the machines must have flexible "pay tables" for a variety of games and designs; if it's all the same it's too restrictive. He cautioned operators to look at their businesses and project game needs, allowing an eight-week to 10-week lead time for orders to be filled. "Factories and distributors will not go out on a limb," he said. "When the bill goes through, order early."

Pietrangelo's other advice, based on experience: 1. Iron out all internal problems in the association and come out friends. 2. Listen to your lobbyist. 3. Make friends with your legislators. 4. Everyone sing the same song; pull together. 5. Become friends with your banker. 6. Brush up location contracts. 7. Take charge of the situation. 8. Remember to order early!

He invited the audience "to make yourself a part of the future."

WAMO lobbyist Tom Coenen recapped the association's activities, which included meetings with the regulatory agencies in Montana and South Dakota, as well as those with Wisconsin officials. "We feel good about what we're doing legislatively and politically," said Coenen. "Our plan is to keep the subject alive for our legislators."

The Indian gambling compacts are also seeking positive gaming legislation. Coenen feels that the Indian compacts must come out in a positive nature for further success in legalized gaming. He urged all association members to get involved and participate in the "grass roots" lobbying effort.

"Go during the off-season and talk to your legislators," he urged. "Make every effort to participate on a home town level." He reminded attendees that current Gov. Tommy Thompson is friendly to WAMO and the "time is right." He pledged that he and Janet Swandby will work hard on WAMO's behalf. He also mentioned that half of the state's senators, all assemblymen, and the governor are up for re-election on Nov. 6.

"Jukebox operators must pool their resources for a purchasing drive if we want any hit records on vinyl."

He added that anti-gambling forces are present and that recent pari-mutuel betting just squeaked through. "There is no mandate from the people asking for legalized video poker," said Coenen. A concerted effort to pass this bill is essential.

The new Wisconsin bill would provide for a maximum of three video poker machines per location for the first six months after legalization, a bit more conservative than South Dakota. This limit also allows manufacturers to keep up with the demand. Later, locations may have two, four, or six machines depending on occupancy limits of the location. Participants would be only operator, distributor, or manufacturer in order to keep the goal lines separated.

Payouts in Wisconsin would be between 80 percent (minimum) and 95 percent (maximum); the largest prize would be $800. Games would be located *only* in taverns with a class B liquor license; players must be of legal drinking age. Payouts to customers would be printed on a ticket and redeemable in the location.

It was noted that an association survey of the membership indicated a strong desire for legalized video pokers. Operators feel that because of demand they are forced to operate outside the law. Since legislators play the role of resolving problems, WAMO is hopeful they will legalize the game of video draw poker to resolve this problem and obtain money for the state at the same time.

Other activities

Nearly 25 booths exhibited the latest in games, supplies, computer equipment, jukeboxes, pool tables, electronic darts, and more. Social activities included a golf tournament, Western Jamboree barbecue dinner, and the annual banquet.

The banquet was the occasion to bid farewell to Jim Stansfield of Jim Stansfield Vending, who completed his tenure as president. Roger Westmont of Modern Specialty Co. is the new president.

Stansfield will join the board as past president, replacing Ralph Fleege of Mitchell Novelty Co., who leaves the board.

Graduates of WAMO's apprentice program were recognized at the banquet as well: Randy Konitzer, Leja Distributing; Randy Coppernoll, Madison Coin; Bruce Terp, BLT Vending; Mark Piwoni, Coin-Op Amusements; Greg Manke, Home Town Amusement; J. Jacomet, Red's Novelty; David Hubbard, Coin Machines; and Daniel Anderson, Amusement Devices. The apprentice program is conducted through Northeast Wisconsin Technical College.

SKILL CRANE

Members of the Bohrer clan: Wally's daughter Christine Young (l), holds Dayton (2 mos.); daughter Lauran is in front. Sue Bohrer (r), wife of son Mike, with Jennifer, Jonathan, and Jessica.

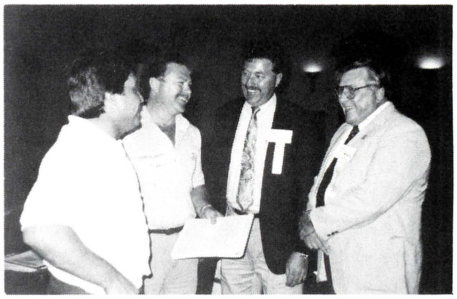
Auctioneers presided over the annual fundraiser, which included generous contributions from distributors and manufacturers. Speaking of generosity, SMS Manufacturing presented WAMO with a cash donation equal to 10 percent of the total gained for the association at the auction. This year's auction netted almost $22,000, which is earmarked for legislative purposes.

"Go during the off-season and talk to your legislators."

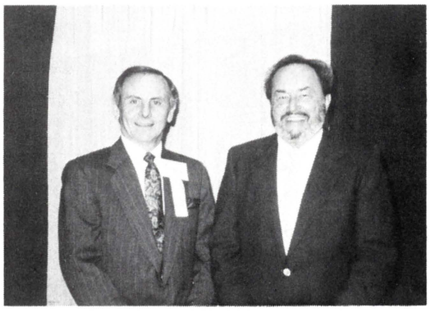
Special thanks are given to Joe Phillips, executive director of WAMO, and staff members Kari Foster and Debbie Cevallos for making all the arrangements for a successful event. The WAMO convention committee included Sam Cooper, Mike Bohrer, Ralph Fleege, and John Speers. ☐

A lovable duo: Joe Phillips, executive director of WAMO, and the giant teddy bear donated by Ace Novelty for the association auction.

Lorraine Jakubowski of Lincoln Novelty and granddaughter Jennifer Zolinski are perfectly outfitted for the WAMO Western Jamboree.

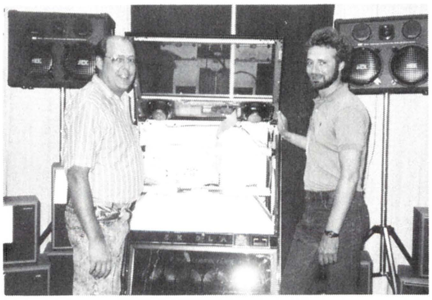


Gathering after the jukebox licensing segment of the seminar program, (l-r): Tom O'Shaughnessy and Kevin Anderson of Twin States Music, Doug Young and Wally Bohrer of Hastings Distributing.



Jerry Carr (l) of Mars Electronics and Ted Furkin of Allstar Music (The Silent Partner).

Jim Groeschl of Viking Vending (c) enjoys the pinball lineup.



Eric Jacobson (l) of Amusement Devices and Vern Huntington of Video Doctors check out Rock-Ola's *Laser 2000*.

SMASH
PIGSKIN

Lesley Ross of Williams Electronics and Bruce Dentice of Wisconsin Novelty by *Smash TV*.

Rick Tillis (r) of Pioneer Sales & Service shows the *Neo-Geo* system to Fred and Sue Weigel of P&P Amusement.

Mark Brown (r) of Micro Mfg. and Donna and Ken Utecht of Utecht's Music and Games with *Turbo Joker Poker II*.

RSI MEMBERS ARE PULLING TOGETHER

JOIN NOW!

RSI
RSI
RSI
RSI
RSI
45

CALL, FAX OR WRITE FOR INFORMATION

- MEMBERS OF RSI HAVE COMBINED BUYING POWER TO NEGOTIATE MORE 45 RPM RELEASES.
- AS A MEMBER YOU WILL ADD TO THE MILLIONS OF PLAY EXPOSURES RSI CREATES FOR ARTISTS AND RECORD COMPANIES THAT PROVIDE MUSIC FOR JUKEBOXES.
- AS AN RSI MEMBER SOME OF YOUR JUKEBOXES CAN BE TEST JUKEBOXES FOR NEW RECORDS AND YOU WILL RECEIVE LOCATION PROMOTIONAL MATERIAL TO INCREASE JUKEBOX PLAY.
- RECORD POPULARITY ON RSI MEMBERS JUKEBOXES ARE CHARTED FOR AREA AND NATIONAL POPULARITY.
- WE ARE SAVING THE 45 RPM RECORD. JOIN US!

GET THE FACTS - RSI IS FOR EVERYONE!

RECORD SOURCE INTERNATIONAL, INC.

CAN HELP YOU...ECONOMICALLY...AUTOMATICALLY

A Constant Supply of 45's
Is the Lifeblood of the Jukebox

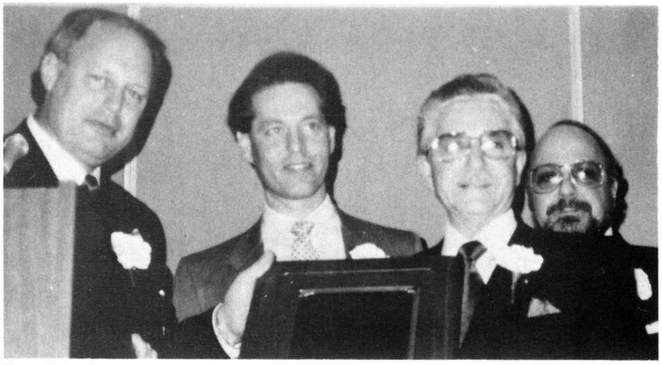
RECORD SOURCE
RSI
INTERNATIONAL

(817)325-8752
FAX (817)325-6431

P.O. Box 75, 205 N. E. 1st Ave., Mineral Wells, Texas 76067

Northeast Regional draws crowd to Atlantic City

From left: Frank Seninsky, AMOA-NJ president; Jack Kerner, AMOA president; Bob Herman, AMOA-NY president; and Ralph Ceraldi, NYSCMA president.



Tony Yula, Sr. accepts the "Man of the Year" award from, (l-r): Bob Herman, Frank Seninsky, and Ralph Ceraldi.

Pinball tournament participants enjoy the lineup of new games.

Happy award recipients, (l-r): Emil Marcet of Valley, Bill Treger of Betson, and Don Liberatore of Don Records.

Over 450 operators, technicians, distributors, and manufacturers from New York, New Jersey, and adjacent states attended the second Annual Northeast Regional Trade Show, held May 4-6 at the Trump Regency in Atlantic City. Coin-op products and services were displayed in 51 booths.

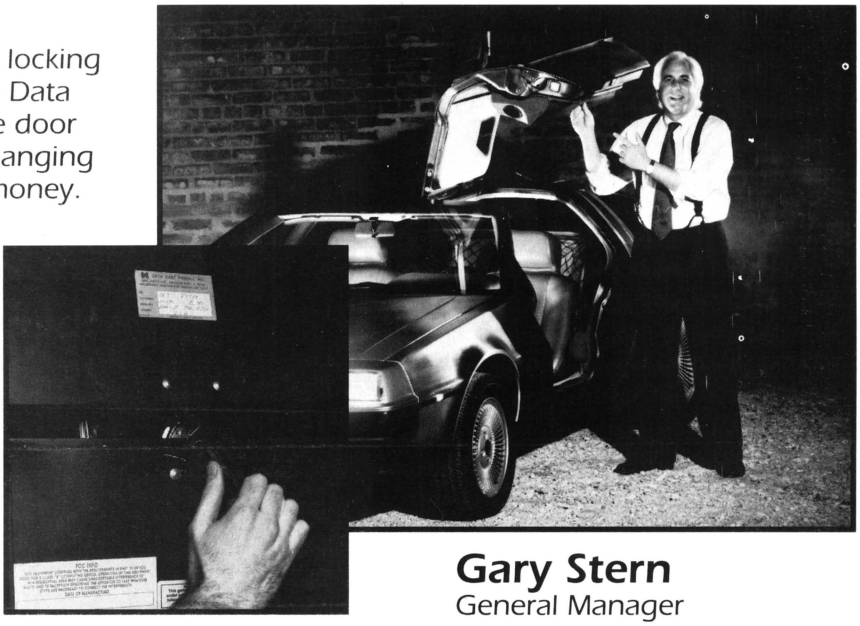
The show was co-sponsored by the New York State Coin Machine Association (NYSCMA), the Amusement and Music Operators Association of New York (AMOA-NY), and the Music Operators Association of New Jersey (AMOA-NJ). Plaques were awarded to seven exhibitors who have supported the northeastern coin machine industry for five successive years. Recipients were: Betson Enterprises, Brandt Inc., Dan Brechner & Co., Don Records Corp., JS Sales Co., Syracuse Coin Machine, and Valley Recreation Products.

The seminar program included a pinball session led by Gil Pollock of Premier Technology, Lesley Ross of Williams Electronics, Gary Stern of Data East, and Bob Lentz of Bally/Midway. A session on gaming, entitled "Games of Chance Legislation," was conducted by Phil Benson of Montana Music Rentals and Bill Treger of Betson.

Other activities included a banquet, during which Tony Yula, Sr. was named Man of the Year and Pat Baker was selected AMOA and AMOA-NY's scholarship recipient. Golf and pinball tournaments were also on the schedule.

Special thanks are extended to all the companies that donated gifts for door prizes and generously gave coin-op products for sale. Proceeds from the sale of these products will be used for legislative purposes. □

Introducing our new Quick-Loc™ backbox locking system. Now you can set up the head of a Data East pinball as quickly as you can open the door of a De Lorean. Our new system makes changing locations a snap and saves you time and money. Back to the Future,™ the Pinball, features many other new improvements such as a tuned bass ported cabinet and a new all steel speaker housing with our improved high fidelity digital stereo sound system. You don't have to look any further for the most advanced use of PCB mounted lamps, fully gusseted steel legs, solid state flippers, and our exclusive Time Lock feature. If you haven't bought a Back to the Future™ it's about time !



Gary Stern
General Manager

The Fastest Set Up In The West & The Dynamic Duo !

Paul Faris & Brian Schmidt

Back from the beach and out of retirement Paul Faris returns with a vengeance. First Phantom dominated with critical acclaim. Now Paul adds his special touch only the way he can to, Back to the Future,™ the Pinball. Doc and the De Lorean never looked so good. Brian Schimidt returns from the days and nights of movies and music in L.A. with his backround in game design and studio perfect music. Brian composes game music a cut above anyone in the game business. Just one listen is all it will take to let you know why Back to the Future,™ the Pinball, is the most amazing sound experience in the game business today. Paul and Brian the **Dynamic Duo !**

DATA EAST®

See your local Data East Distributor
or contact: Data East USA, Inc.
1850 Little Orchard Drive
San Jose, CA 95125
(408) 286-7074
Pinball Services: 1-800-KICKERS
In Illinois: (708) 345-7700

Back to the Future © 1985, 1989, 1990 UCS & Amblin

Fun and intrigue in New England

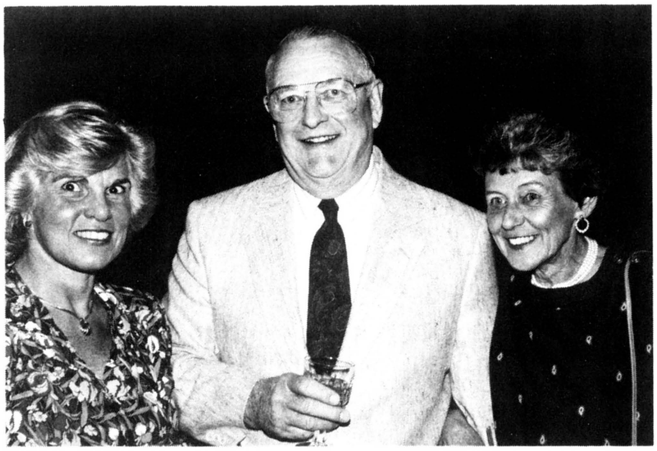
Grandpa was dead and a sizable inheritance was at stake. Greedy family members, all wanting the dough, were killing each other off.

A scene out of an Agatha Christie novel? No, it was the Coin Machine Industries Association of New England's dinner and fundraiser held at Joe Tecci's restaurant in Boston.

The association hired a cast of actors to portray a grand Southern family whose patriarch had supposedly died under mysterious circumstances. It was the challenge of the 120 association members to unravel the crime and discover ''who done it.'' But family members were ''dying'' right under their noses during the dinner. It turns out that grandpa was very much alive and had wanted to find out just how greedy his heirs were.

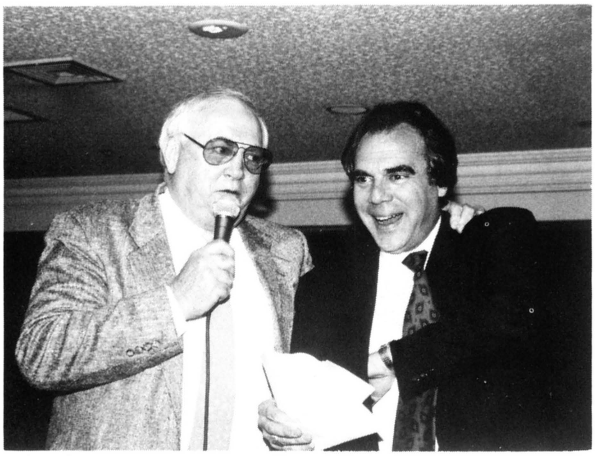
''We've always sponsored $100 a plate dinners to raise money for our association. As president, I wanted to do something different and fun at the same time,'' said Rick Kirby, association president. ''And I am sure we were successful. I know everyone had fun!''

It looks like CMIA picked a winner, as $5,000 was raised for the association's efforts to fight adverse legislation. Besides raising money through ticket sales, a raffle was held. The grand prize, a $1,500 credit with a travel agency, was won by Russ Mawdsley of Russell-Hall, Inc. ☐



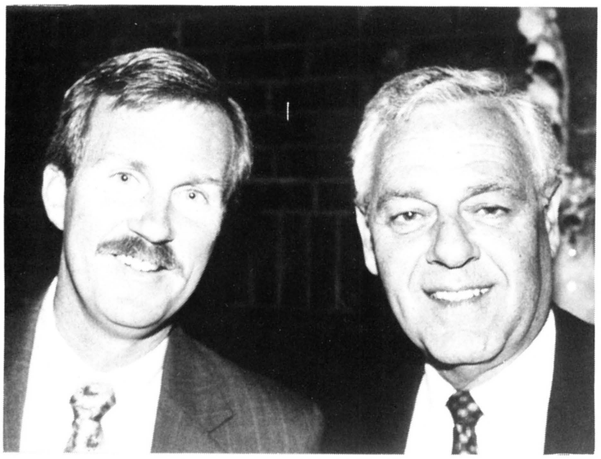
Russell Mawdsley, former AMOA president, with his wife Gert (r), and Dianne LaSalla of Melo-Tone.

The Dream Machine team, (l-r): Founder Maynard Levin, CEO Dan Levin and wife Margie, and area manager Bob Lawrence.



Nintendo's Chuck Arnold (l) introduces Joe Bisaccio, the MC for the show.

The New England Coin-Op gang, (back, l-r): Dave Tucker, Dottie Donlon, and Dave Donlon. (Front, l-r): Linda Tucker, Donna Tucker, and Allen Tucker.



CMIA president Rick Kirby (l) with AMOA president Jack Kerner.

Millie Arnold (Chuck's wife) with Linda Tucker, wife of New England Coin's Dave Tucker.

Justin and Paula Magee (l) enjoyed dinner with Dave Jackson and Tricia Young

Operator Dino Donati with wife Terri.

A+ for Arachnid's BullShooter V Finals

The BullShooter V World Championship, sponsored by Arachnid and Coors Light, was held over Memorial Day weekend at the Holiday Inn/O'Hare in Chicago.

There were 4,174 entries from all over the world, 500 more than last year. Over $40,000 was given away in cash prizes in eight main events: Pro Singles, Open Singles, Women's Singles, Cricket Singles, Men's Doubles, Women's Doubles, Mixed Doubles, and Mixed Cricket. Arachnid president Bill Ward presented MVP Gold Ring Awards to Teresa Nevills in the Women's category and Joe Schmitz in the Men's.

The excitement was high when the Pro Singles World Championship match began. The room was packed with darters and spectators anxious to see who would be the new world champion. Craig Belardes from Capistrano Beach, Calif., and John Gray from Glendale, Ariz., captivated the audience when they played down to a tie-breaker match. Belardes, with a score of 155, ended the match by throwing a T20, T19, and a double 19 for a nine-dart-out to become the new Pro Singles world champion.

On Friday night, two International challenge matches were played: the European Cup and Pacific Cup. Canada, Germany, and the United States competed for the European Cup, which was won for the fourth year in a row by the BullShooter All

Art Robichaud, winner of the Cricket Singles, receives a trophy from Bill Ward.

Arachnid president Bill Ward with the Mixed Cricket winners, Joe Schmitz and Karen Zimmerman.

Star Team. Members of the team included Wayne Roewer, Terry Mutton, Bruce Holmes, Joey Beecroft, Carol Johnson, and Judy Roewer.

The Arachnid team, for the second year, won the Pacific Cup. The team members included Steve Johnson, J.L. Woodard, Brad Burke, Tom Pace, Carol Payne, and Ann Bressler .

New at this year's tournament was the Ms. BullShooter Challenge. The monthly winners of the beauty contest competed in a 301 play-off competition. The first-place winner, Miss March (Jill Mittica), won $500 and an English Mark Darts home electronic game.

Other winners included: Open Singles—James Gennai, Yelm, WA; Women's Singles—Teresa Nevills, Pasadena, TX; Cricket Singles—Art Robichaud, Salem, NH; Open Doubles—Patrick Faul and Joe Schmitz, Oshkosh, WI; Mixed Doubles—Linda Endo, Manhattan Beach, CA and Craig Belardes, Capistrano Beach, CA; Women's Doubles—Natalie Hanson, Redgranite, WI and Karen Zimmerman, Oshkosh, WI; and Mixed Cricket—Joe Schmitz and Karen Zimmerman, Oshkosh, WI.

New system used

This year the tournament was run using a new computerized registration system. When players registered, they were given the exact time they would play and which stage to report to. The computer spit off labels for the "see round," which sped up the process of charting by two hours. The main events were run from eight mini-stages throughout the room. The players caught on fast to the new system and reported to their respective stages, where they signed color coded stickers after each match indicating a win or loss.

There was no more waiting to be called by the announcer: players looked for their names on the chart. When there was a board number placed next to their name, they went to that board, played their match, and reported back to their stage to sign the appropriate sticker. Everyone knew exactly when they played. The new system kept players playing — no more idle games. More players competed in a shorter period of time by utilizing all of the machines.

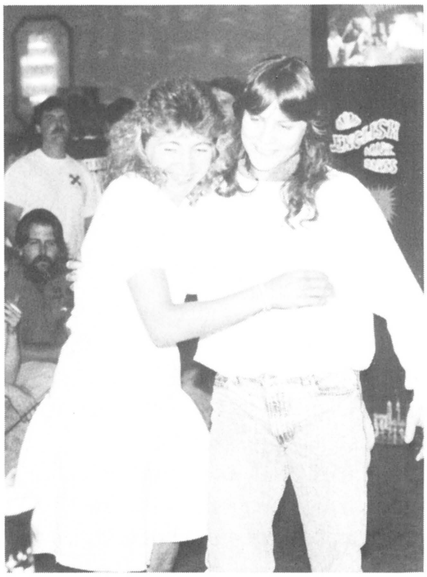
Arachnid pyramid

The Arachnid pyramid starts with weekly league play working up to the regional level. At the time of registration for an event, a player must present his qualifying certificate. One certificate allows entry into three main events.

Qualifying certificates are earned in two ways. First, a player can obtain one through his local league operator. Since the winter season winds up a month or two before the BullShooter, many league operators send their league champions; others send their best representatives with outstanding league accomplishments.

Second, a player can obtain a certificate by placing first, second, or third in any event at a BullShooter Qualifying Regional. This year 16 regionals were held. □

Teresa Nevills, winner of the Women's Singles, with Bill Ward.



Winners of the Women's Doubles, Natalie Hanson (r) and Karen Zimmerman.

John Gray congratulates the new world champ, Craig Belardes (l).

VNEA hosts 10th annual championships

Players from 30 states and five foreign countries converged on the Riviera Hotel in Las Vegas from May 26 through June 2 for the 10th Annual Valley National 8-Ball League Association (VNEA) International Championships.

A total of 120 Valley pool tables were used in the competition, which listed 3,500 entrants for all events in both singles and team categories.

Team events began after a procession of the foreign delegations led by Red Jones (''Mr. Pool''), a legendary figure in the sport. Countries represented included Canada, Bermuda, Spain, Austria, and Germany.

Participants readied for the banquet and awards ceremony after the last event. They were treated to a video that chronicled the first 10 years of the VNEA. Chuck Milhem, president of Valley Recreation Products, addressed the banquet attendees as did each of the foreign delegations. Gary Nelson of Jim Stansfield Vending in LaCrosse, Wis., was presented the Meritorious Service Award.

Following is a list of winners and sponsors in each category.

Women's Regular Singles: First—Pam Anderson (Twin Ports), Duluth, Minn.; Second—Geneva McFarlane (All American), Flint, Mich.; Third—Kathy Skolte (C & N Sales), Minneapolis; Fourth—Martha Hartsel (Charlie's Recreation), Eugene, Ore.

Men's Masters Team, Old Red Barn, (l-r): Dick McGiveron, Larry Carter, Rick Jones, Tony Petrina, and Bob Harris.

Women's Masters Team, 8-Ball Express, (l-r): Gerri Biergler, Laurie Hawkins, Gari Jo Bloomberg, Timi Bloomberg, and Jeanne Bloomberg.

Women's Masters Singles: First—Lori Buendorf (C & N Sales), Minneapolis; Second—Timi Bloomberg (Rushmore Amusement), Rapid City, S.D.; Third—Gari Jo Bloomberg (Rushmore Amusement), Rapid City, S.D.; Fourth—Julie Mason (Dahlco Music), Minneapolis.

Men's Regular Singles: First—Gary Traver (All American), Flint, Mich.; Second—Bob Colby (Anchorage Amusement), Anchorage, Alaska; Third—Dale Schleusner (Donivan's Vending), Eau Claire, Wis.; Fourth—Rick Garrison (Gem Music), Dayton, Ohio.

Men's Masters Singles: First—Weldon Rogers (Jack Eiser), Ft. Wayne, Ind.; Second—Dave Rhodes (Quality Amusement), Portland, Ore.; Third—Dick Spitzer (Rushmore Amusement), Rapid City, S.D.; Fourth—John Williams (American Amusement Arcade), Minneapolis.

Men's Regular Team, Pat's Airway Billiards #1, (l-r): Rick Brown, Jason Miller, Joe Brown, Gary Spaeth, and Hal Johnson.

Women's Regular Team, D & R Reds, (l-r): Kelly Poulton, Connie Johnson, June Maiers, Debbie Mechtel, and Karen Elander.

Scotch Doubles: First—Howard Koyl and Geneva McFarlane (All American), Flint, Mich.; Second—Dick McGiveron and Candy Knutson (Capitol Amusement), Aberdeen, Wash.; Third—Russ Lee and Rose Malkavich (Dahlco Music), Minneapolis; Fourth—Joe Alvarez and Jo Benson (High Country Games), Ft. Collins, Colo.

9-Ball Women's: First—Lori Buendorf (C & N Sales), Minneapolis; Second—Jeanne Hague (Dahlco Music), St. Paul, Minn.; Third—Laurie Hawkins (Rushmore Amusement) Rapid City, S.D.; Fourth—Timi Bloomberg (Rushmore Amusement), Rapid City, S.D.

9-Ball Men's: First—Gary Spaeth (Gem Music), Dayton, Ohio; Second—Joe Alvarez ((High Country Games), Ft. Collins, Colo.; Third—Weldon Rogers (Jack Eiser), Ft. Wayne, Ind.; Fourth—Bruce Carsons (Den-O-Roy), Windsor, Canada.

Women's Regular Team: First—D & R Reds (C & N Sales), Mankato, Minn.; Second—Wilson Bar (Bullseye), Madison, Wis.; Third—Suite 9 #3 (Stan's Music), Lincoln, Neb.; Fourth Perera's Pub (C & N Sales), Sioux City, Iowa.

Women's Masters Team: First—8-Ball Express (Rushmore Amusement), Rapid City, S.D.; Second—D & R #1 (C & N Sales), Mankato, Minn; Third—Lucky Strike (Dahlco Music), St. Paul, Minn.; Fourth—Westside (Capital), Olympia, Wash.

Men's Regular Team: First—Pat's Airway #1 (Ohio Coin), Dayton, Ohio; Second—Untouchables (Southern Music), Calgary Alberta; Third—German Nationals (NSM), Germany; Fourth—Mt. Billiards (Inglis Coin), Boise, Idaho.

Men's Masters Team: First—Old Red Barn (Capitol Amusement), Olympia, Wash.; Second—Gio's #13 (Jack Eiser Sales), Ft. Wayne, Ind.; Third—Shooters Billiard (American Amusement Arcade), Minneapolis; Fourth—Master Blasters (Quality), Portland, Ore. □

WAMO dart tourney breaks all records

The Wisconsin Amusement and Music Operators (WAMO) held the association's 6th Annual Electronic Dart Tournament on April 27-29 at the Olympia Resort Hotel and Conference Center in Oconomowoc. A record 3,200 players competed for prize money, trophies, and other awards for a total of over $50,000.

More than 55 sanctioned WAMO operators were involved in the tournament; virtually all of them contributed considerable time and effort to make the event a success. Nearly 150 dart machines were used for play.

Following are the winners in each major division:

Open Team Classic: First—Cinderella, Amusement Devices of Menasha; Second—Ski & Bevs, Winnebago Coin of Fond du Lac; Third—Paradise Club, Amusement Devices.

Open Team Masters: First—Bombos, Winnebago Coin; Second—Ruzzins, Hastings Distributing of Milwaukee; Third—John's Pizzeria I, Wisconsin Novelty of Milwaukee.

Open Team AA: First—Thomas Pub Blue Bullets, Madison Coin Machines of Monona; Second—Boettcher's Bar I, TDM Amusement of Bryant; Third—ADI Traveling, Amusement Devices.

Open Team A: First—Silver Lakers, Jim Stansfield Vending of La Crosse; Second—Corner Bar 2, Jahnke Coin of Green Bay; Third—Happenings 2, Jim Stansfield Vending.

Open Team B: First—Corner Bar I, Jahnke Coin; Second—Choir Practice, Hastings Distributing; Third—Hardly Evers, Jim Stansfield Vending.

Open Team C: First—Tradewinds, Hastings Distributing; Second— K & D Enterprises of Oshkosh; Third- Sidetrack IV, Twin States Music of Hudson.

Women's Team A: First—Cinderella, Amusement Devices; Second—Deweys, Amusement Devices; Third—Cheers, Denmark Coin of Green Bay.

Women's Team B: First—Wojos, Hastings/Red's Novelty; Second—Corner Bar I, Jahnke/Stansfield; Third—Corner Bar, Jahnke Coin. □

OCMA hosts first dart championship

Over 100 players competed in the first Ohio Coin Machine Association (OCMA) electronic dart championship held on May 19 at the Ohio State Expositions Center in Columbus. The $3,500 event took place in conjunction with the association's 16th Annual Exposition of Music and Games.

Nine OCMA operator members held qualifying tournaments across the state prior to the event: Celina Music Co., D & S Distributing, Elum Music, Gem Music, Hughes Music, Lorain Music, R & Z Vending, Shaffer Services, and A. Van Brackel & Sons.

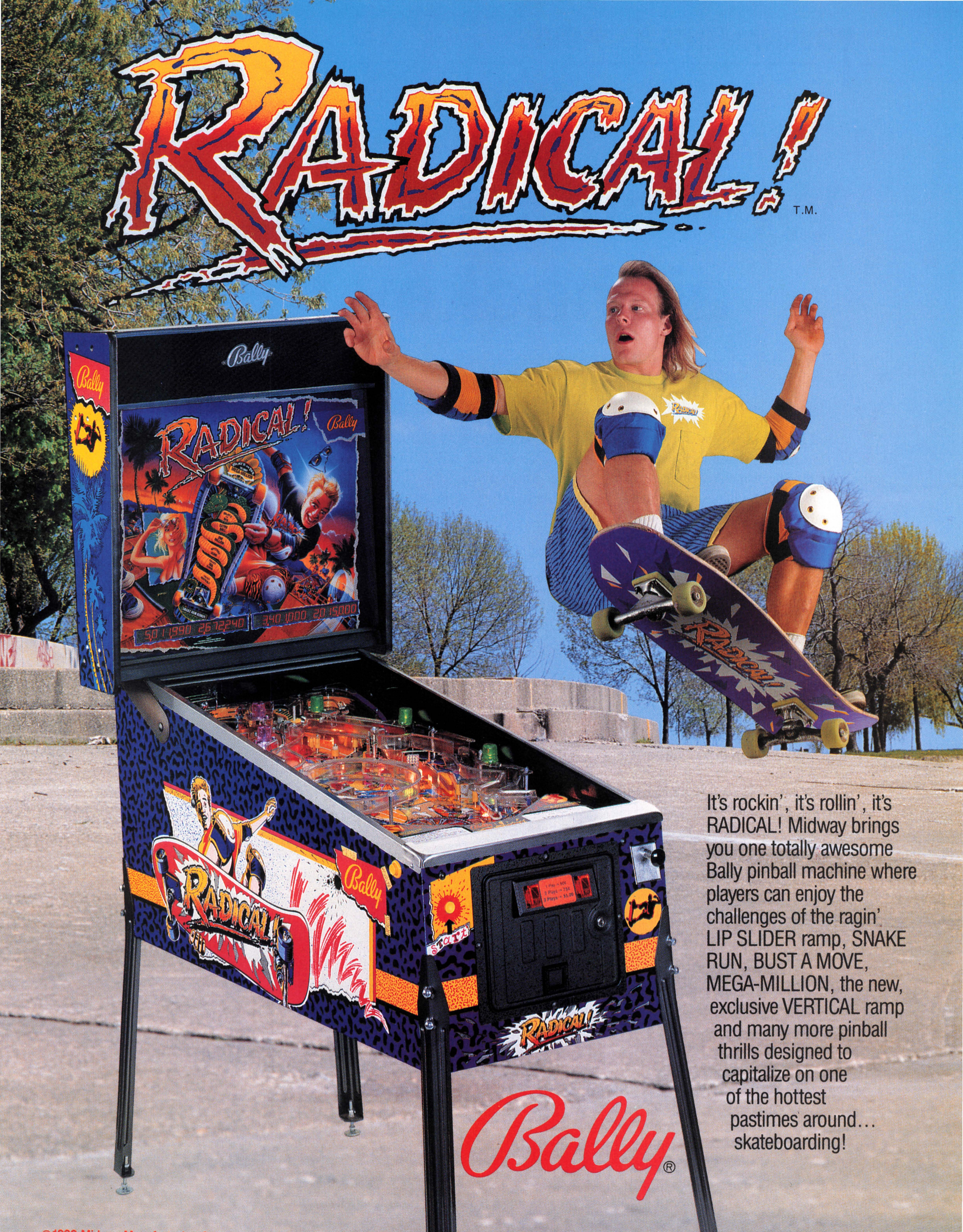
Players competed on 16 Arachnid *English Mark Darts* boards in four double elimination events in the categories of 301 Singles, Cricket Singles, 301 Open Doubles, and 301 Mixed Doubles.

The biggest winner was Lou Lovash of Dayton (Gem Music), who won both 301 Singles and Cricket Singles. Then he and partner Bill Nickoll took the title in 301 Open Doubles. Dave Emmons and Chrissy Gregg of Dayton (Gem Music) won 301 Mixed Doubles.

OCMA is presently developing a statewide dart league for the '90-'91 season, based on its successful pool league program.

For more information, contact David Corey at OCMA, 2011 Riverside Drive, Suite 450, Columbus, OH 43221-4025; (614) 486-8677. □

RADICAL! T.M.



It's rockin', it's rollin', it's RADICAL! Midway brings you one totally awesome Bally pinball machine where players can enjoy the challenges of the ragin' LIP SLIDER ramp, SNAKE RUN, BUST A MOVE, MEGA-MILLION, the new, exclusive VERTICAL ramp and many more pinball thrills designed to capitalize on one of the hottest pastimes around… skateboarding!

Bally®

©1990 Midway Manufacturing Company. Manufacturers of Bally Amusement Games 3401 N. California Ave., Chicago, IL 60618 (312) 267-2240 FAX (312) 267-8435

Weissman wins third air hockey title

Young Tim Weissman moved into air hockey history after capturing his third straight title at the Air Hockey Nationals, held at Fun N Games in Loveland, Colo., on June 2-3.

Over $8,000 in cash and prizes was provided by Dynamo, Fun N Games, and 30 other sponsors. An extensive series of qualifying tournaments in the Rocky Mountain region gave novice and amateur players the chance to win free entry into the big event.

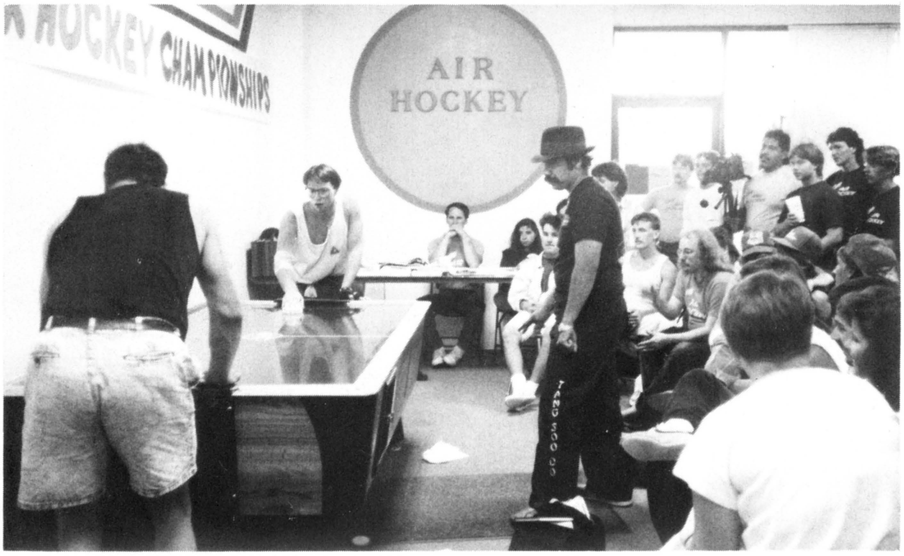
Television news coverage was provided by Channel 9 (KUSA) in Denver and cable Channel 14 in Fort Collins. Feature articles appeared in the Fort Collins Coloradoan and the Loveland Reporter-Herald.

The finals again came down to a battle between the seemingly unstoppable Tim "Young Wolf" Weissman of Houston and longtime champion Jesse Douty of Atlanta. Douty came back from a 3-0 deficit in the winner's bracket final to pull out the match four games to three. Weissman quickly won over third place finisher Robert Hernandez of Houston, setting up the Douty-Weissman final. Tim showed great speed, defense, and variety of drift in winning the final set 4-2.

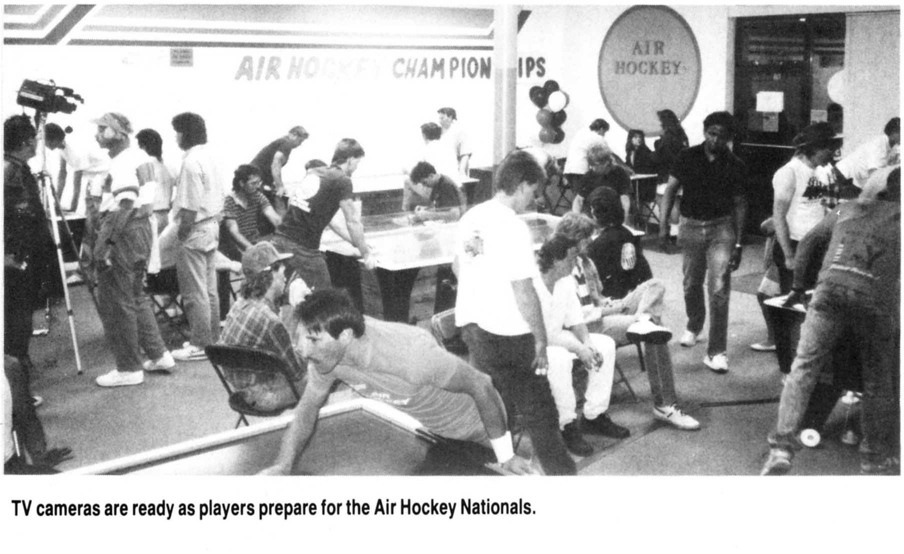
Other winners were: Fourth—Albert Ortiz of Houston; Fifth—T.C. Cabot of Houston; Sixth—Mike Barry of Philadelphia; Seventh—Tom Baldus of Houston; Eighth—Paul Marshall of Dallas; Ninth—Mike Schoppe of Houston; and Tenth—Phil Arnold of Houston.

Mike Pryor of Denver won the Pro "B" division; Max Silverstein of Houston won Expert; Al Kaler of Houston won Amateur; and Werner Fee of Colorado Springs won Novice.

For more information on tournaments and promotions, call Mark Robbins at Dynamo, (800)-527-6054 or (817)589-7699. ☐



A full house crowd watches the finals match between Tim Weissman and Jesse Douty.

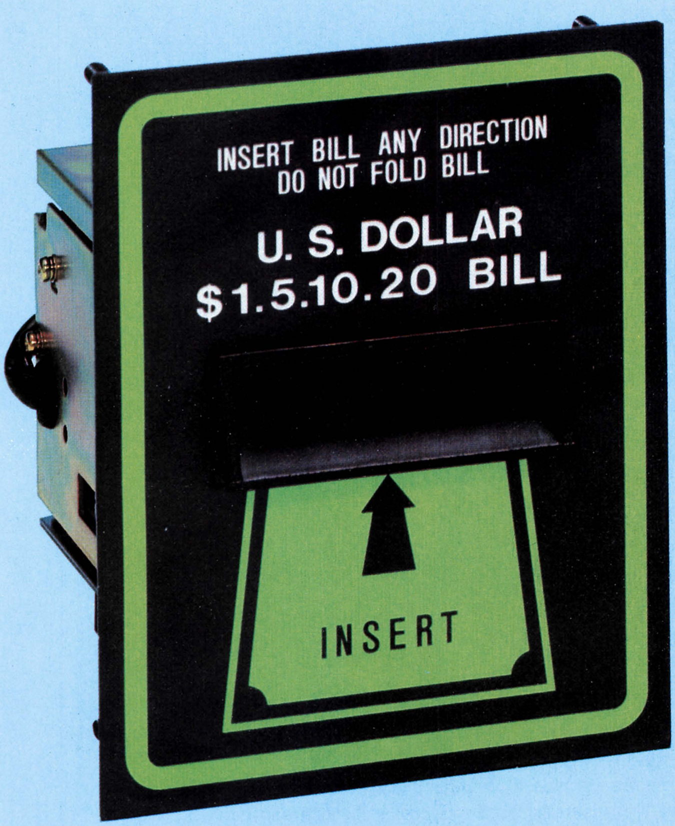


TV cameras are ready as players prepare for the Air Hockey Nationals.

NEW

FROM LEISURE

SIMPLY THE BEST $1-5-10-20 BILL ACCEPTOR ON THE MARKET TODAY!


INSERT BILL ANY DIRECTION
DO NOT FOLD BILL
U. S. DOLLAR
$1.5.10.20 BILL
INSERT

INSERT BILL ANY DIRECTION
DO NOT FOLD BILL
U. S. DOLLAR
$1.5.10.20 BILL
INSERT

- SIMPLE ONE PIECE UNIT
- SIMPLE INSTALLATION
- SIMPLE TO USE-ACCEPTS BILLS IN ANY DIRECTION
- SAME DAY SHIPPING
- PROMPT SERVICE
- QUANTITY PRICES AVAILABLE

DISTRIBUTOR and OEM INQUIRIES WELCOME.

LEISURE ENTERTAINMENT, LTD.
25 HUTCHESON PLACE • LYNBROOK, N.Y. 11563
516-593-5050 • OUTSIDE N.Y. STATE 800-645-2162 • FAX 516-593-5896

OCMA pool league hosts championship

Ohio Coin Machine Association

Pat's Bar Airway team, (l-r): Gary Spaeth, Rick Brown, Joe Brown, Jason Miller, and Rick Garrison. In front are OCMA's John Ramberger of Gem Music (pool league president) and Hal Johnson.

Tommy's #1 team, (l-r): Betty Hawkins, Karen Bulla, Jennifer Costelucci, Robyn Lytle, Chickie Gill, Jean Koscelansky, and Andrea Hart. Mary Jane Gabrielson (c) holds the trophy.

Ohio Coin Machine Association

The Central Cafe #1 team, (front row, l-r): Bill Dynn, Jerry Dunbar (league coordinator), and Mike Mosie; (middle row, l-r): Jack Brown, Mike Romane, and Dennis Litz; (back row, l-r): John Mosie and Dave Everett.

The Wagon Wheel #1 team, (front row, l-r): Janice Ferrall, Julie Ybarra, and Toni Knipp; (back row, l-r): Jennifer Butcher (league coordinator for A. Van Brackel & Sons), Dorothy Dorsey, and Karry Chapman.

An entire season of hard work and dedication culminated in the Ohio Coin Machine Association/Valley 8-Ball League State Championship, held May 4-6 at the Clark County Fairgrounds in Springfield, Ohio.

A total of 800 tournament players competed for $16,000 in cash prizes and other awards. Twelve OCMA operator members sponsored 128 men's teams and 32 women's teams, a 62 percent increase from last year.

Men's Division winners were: First—Pat's Bar Airway, Dayton; Second—Central Cafe #1, Warren; Third—New Orleans #4, Dayton; Fourth—J.B. Shakers #12, Defiance; Fifth—Schnipke Inn, Defiance; Sixth—Jaspers #1, Dayton; Seventh—Double Diamond #2, Defiance; Eighth—Characters #9, Warren.

Women's Division winners were: First—Tommy's #1, Warren; Second—Wagon Wheel, Defiance; Third—Three's Company #1, Youngstown; Fourth—Kozy Korner, Massilon.

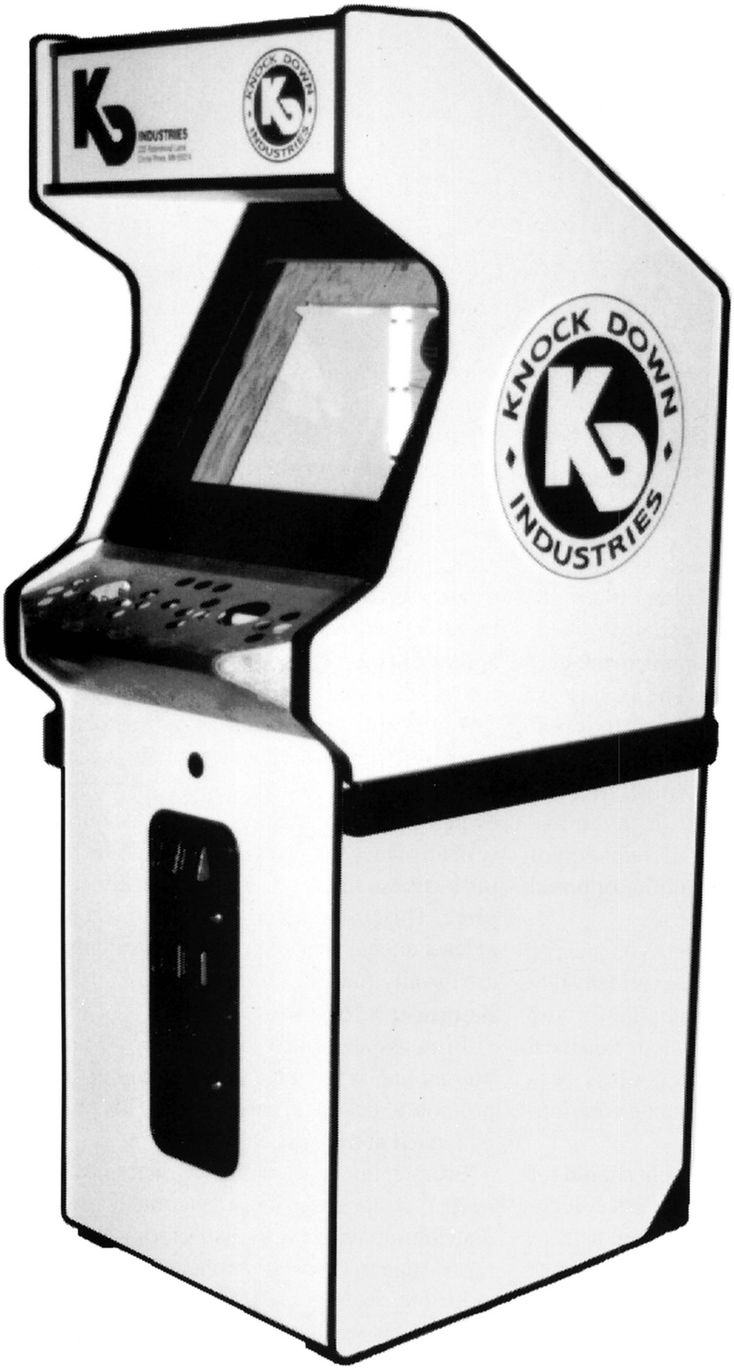
During the event, Jerry Dunbar of Shaffer Services in Columbus received the Meritorious Service Award for his labors on behalf of the pool league program. His wife Toni received a dozen long-stemmed red roses.

Other activities included a demonstration by pool trick shot specialist Tom Rossman, the World Open Masters Champion from Springfield, Ohio.

Tournament referees were Wayne Stull, Ron Kay, Dave Everett, Dave Yuhas, Jerry Dunbar, and Mary Meade. Staff workers included Nancy Stull, Kathy Kay, Debbie Everett, Terri Yuhas, and Toni Dunbar. OCMA extends thanks to the many volunteers who helped make the event a success. ☐

The New Standard

Designed by the operator for the operator



Excaliber Video Kit Kabinet™

The cabinet of the 21st century. It's innovative design gives it a life expectancy in excess of 10 years.

Interchangeable and replaceable panels makes this cabinet convenient and versatile.

The Kit-Kabinet accommodates 19", 25" or 27" monitors. Although with its unique space saving design its only 3" wider than a standard 19" video cabinet.

Light weight quality plywood construction lowers the base cabinet weight to only 180 pounds.

The most space saving design of all large monitor cabinets. Ideal for all street and arcade locations.

This unique. versatile Kit-Kabinet is designed to increase profitability in the competitive kit marketplace.

Special Features

- Removable and interchangeable slide-drawer system.
- Accommodating a 19", 25" or 27" monitor vertical or horizontal.
- Stronger than standard cabinets. Made of 100% high-quality durable plywood.
- All parts interchangeable or replaceable if damaged. Versatile enough that it can accommodate recycled parts from older machines.
- Rear steel corner protectors with enclosed 3" wheels for easy mobility.
- Handcups on the rear and bottom of the cabinet make for ease of vertical movement.
- Side impact bumpers for added protection, on location or in transit.
- Base model cabinet or fully loaded cabinet available.
- High pressure plastic finish available in Black or White.

KD INDUSTRIES
220 Robinhood Lane
Circle Pines, MN 55014

Call KD Industries for more information
Bus: (612) 786-7766
Fax: (612) 784-9628

Video Kit-Kabinet is a trademark of KD Industries. All copyright apply.

Jeffrey Rosenthal

Partnership breakups: A survivor's guide

Business partnership breakups are like a divorce without children. Like divorces, the causes for the disharmony can be money or just irreconcilable differences. Affairs—in this case, other business interests—are less likely but do occur.

Under these circumstances business owners react strangely. As the bewilderment, shock, disappointment, and betrayal set in, so does "survival panic," a term I created to define the every-man-for-himself syndrome.

You begin to analyze all of the details of the business partnership from a jaded perspective. "I" do all the work! Why am "I" working while my partner is off playing. The only way things get done right is when "I" do them! And since most partnerships are made up of friends or relatives, the emotions are even more intensified. Join these personal relationships with the intense involvement required to run a small business and it is very easy to see why a failed partnership creates misunderstandings, bruised egos, bitterness, hurt feelings, and even anger.

When a partnership is formed or a couple marries, no one is thinking of a breakup and the unpleasantness associated with one.

Hopefully, when you formed the partnership you had the good judgment to have an attorney draw up a partnership agreement. If so, it becomes the governing document and business plan. It *should* outline goals, funding, responsibilities, benefits, income distribution percentages, and distribution formula. The agreement should also define what occurs in the event of death of one of the partners and the orderly partnership dissolution. The agreement should also set forth the frequency and methodology of valuation of the partnership (the real value as opposed to book value of the business).

As you form this agreement you must be mindful of human nature, that is to say that some people are more manipulative and others are more easily exploited. You must take into account backgrounds, experiences, expertise, and capital contributions of the players.

Your partnership agreement should (or should I say *must*) have a separate document authorizing a buy/sell agreement. A buy/sell agreement should not be a part of the partnership agreement, just included with it. The partnership agreement should also include clauses preventing direct competition in the event of dissolution, and a clause preventing *outside business interests without consent of all existing partners*. Generally, this last item is implied as a duty of the partners, but it's better to have it in writing.

So you ask, "What is a buy/sell agreement?" Simply, it is a plan for the future even though there might be changes in ownership caused by the death, disability, or retirement of an owner. A buy/sell agreement merely assures coordination of the business and its continuation.

A buy/sell agreement is a contract between the owners of a business to purchase and to sell the business upon specified events (such as death, retirement, disability of an owner, or an owner's desire to sell his business interest) at a predetermined price. This price should be re-established at least once a year. Buy/sell agreements are usually funded with insurance.

Keeping it together

First, we should discuss in theory what you should do from the very beginning to promote a successful partnership. This can be looked at as preventive medicine.

From interviews with "former partners," it appears that a unequal work distribution will lead to disharmony even more than a disproportionate financial contribution.

Someone willing to work nine-to-five,

COASTAL AMUSEMENT DISTRIBUTORS

The Leader in Prize Redemption Equipment

Harry Levy's Spectacular...

MERLIN'S MAGIC

6-PLAYER PUSHER

Merlins Magic

MAGIC PROFITS

- Cosmetic exellence
- Ultimate in play-appeal
- Token dispensing feature
- Dual jackpots
- Fantastic coin display
- Full anti-cheat system

Another Coastal Exclusive...

POP-A-BALL

HOTTEST REDEMPTION GAME IN AMERICA

- Deltonic ticket dispenser
- Dual coin mech
- Winner bell
- Winner light
- Anti-jam system
- Cartoon graphics

Another Levy Exclusive Import....

ROOSTA SHOOTA

FUN FOR ALL!

- 100% skill shooter
- Ticket dispenser
- Illuminated rotating timer
- Realistic sound effects
- Arcade standard

ROOSTA SHOOTA

601 Prospect Street Lakewood, NJ 08701 • (908) 905-6663 • FAX (908) 363-6329

who desires recreational time, teamed up with a partner who will "do whatever it takes" (such as taking work home) are destined for dissolution. The work load should be equally distributed. Another situation to avoid is one where "expert" work is done by one partner and all dissimilar work goes to the others. While this may start out well, the creation of a prima donna is the creation of a monster.

The partners should spell out on paper—with more detail than the partnership agreement—who will do what. Make sure that your plan calls for equal time contributions from each of the partners.

Circumstances may require one of the partners to take minimum distributions to make ends meet. This should be spelled out in writing as to who gets what, when, and how frequently, especially when the condition of limited funds exists.

Your plan should include when it is necessary or desirable to attend training/education sessions, seminars, or conferences. Spell out who will attend if they are local and who will attend if out of town.

Car phones, beepers, and company cars (which are the toys and perks of egos) should be carefully doled out as the need and circumstances dictate. Foolish extravagances will create unnecessary jealousies, not to mention an assault on your cash flow.

Once operating, you should continue to review your notes together and modify them on a regular basis for the protection and benefit of the business as well as the partners. If you continue to document such discussions, you will probably avoid disagreements. If a problem should arise, leading to dissolution, these notes will help the lawyers determine fault and liability.

Most small businesses consider this a smart and proper thing to do before the business begins, but few will keep up this structure. The feeling that this is too formal, time consuming, and generally a waste of time will eventually backfire.

When money gets tight you should review each activity with a magnifying glass, eraser, and ax. This is especially true of underproducing employees. It is very difficult for small business owners to demand, discipline, and especially discharge employees. The notion that we will give it 30, 60, or 90 days more could very well be suicidal.

The truth is that this is survival. Darwin's theory of *Natural Selection*, that only the strong will survive, has a lot of merit. Sound business decisions have nothing to do with being a nice guy. Even Don Corleone in "The Godfather" referred to killing a member of his family as "nothing personal...it's business."

"When money gets tight, you should review each activity with a magnifying glass, eraser, and ax."

Employees, like the owners, need to know exactly what is expected and/or required. Should they fail to meet their obligations, the ax must fall. This, as you probably already know, is the single most difficult task of being in business. If it didn't bother you, you wouldn't be human. And be most careful not to confuse misguided loyalty with a sound business decision.

Working with family members

It sounds like a good workable combination, right? Wrong. In truth, a successful family-run business requires all of the communication skills previously outlined and more. Trust and respect, of course, but there's a lot more that you must consider.

You must make known, with painstaking precision, details as to job responsibility and job functions. When working with in-laws or spouses, careful planning must be taken from the beginning to protect all of the parties in case the marriage dissolves. What becomes of the business? You should never make assumptions that the job will or should be done by the other guy.

Actual dissolution

Even the best of relationships occasionally fail. If you followed all of the guidelines as previously outlined, then the damage caused by the collapse of a relationship will be minimized, as all parties are protected. If, on the other hand, you practiced the time honored "that can't happen to us" philosophy, get ready for some heavyweight boxing.

You must now seek professional assistance. The business attorney (if you have one) and the business accountant are a logical place to begin. Remember that when you call your business professionals and ask them to assist you personally, you have placed them in a conflict of interest situation. In the event of criminal wrongdoing, such as stealing or substance abuse, the professional will likely side with the business and represent its best interests. In other events, it is still a touchy situation.

Your present professionals may refer you to a colleague to avoid conflicts. Another point to consider is whether your professionals are of the "finesse" or the "ninja" variety. Depending on your adversary (former partner) you may want one type or the other. Your attorney *must* be well-practiced on contract law. Simply being familiar with the law is not enough.

There are also the inevitable tax considerations. The legal fees will most likely be deductible as a business expense or as an expense of sale. Your first option is for one party to buy the other one out.

Sometimes neither side has the means to buy-out the other. A buy-sell agreement may have proper financing to handle this situation. You might be able to have your bank issue either a business or personal loan. Turning to family members for financial help may be an option, as is a loan on the cash value of your life insurance. My two least favorite options are remortgaging your home to buy out your partner, and selling the business to a third party.

I have serious reservations about these last two options. For one thing, if you remortgage your house and the business can't be salvaged, you're wiped out. As for a distress sale, can you find a suitable buyer? Will the buyer have any cash, or will you be forced into an "all notes" arrangement? What becomes of the business and the value of the business until a sale?

This is a very dangerous situation at this juncture. A speedy, but fair resolution is a must, if the business is not to be wiped out. ☐

Wake Up Your Crane's Revenues With The

OPENBOXSYSTEM

From Bonita Marie International

The OPEN BOX SYSTEM Presents New Variety and High Perceived Value That Attracts Men, Women and Children!

The Open Box System

PAY-OFF Includes:

- The Largest Selection of Merchandise at the Lowest Cost
- Each Kit Customized To Meet Your Requirements
- Correctly Weighted Prizes For Accurate Percentages
- Specially Designed Clear Lucite Boxes For Better Player Visibility and Product Presentation
- Free Step-By-Step Instructions and a Toll-Free Hot Line For Operator Assistance

Don't Guess! Order The Best Open Box System.
We Guarantee Satisfaction or Your Money Back!
Call (201) 349-1994 or 800-272-6375

BONITA MARIE INTERNATIONAL
Your Jewelry And Merchandise Specialist
1540 ROUTE 37 WEST, SUITE 2, TOMS RIVER, NEW JERSEY 08755

READER'S RESPONSE

OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you prefer. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Don't standardize!

I operate 90 jukeboxes; 15 are CDs. Lately, there has been a lot of hoopla about the new CD jukes having a standardized title strip so the industry will benefit. I say HA! This is exactly what we do not need.

Standardization is the cause of stagnation. All of the cabinets, the jukes, and even the games become the same. Boring! Let's get creative. I challenge the manufacturers to break some rules. Take some risks and let's see some entrepreneurs give us some money makers.

Okay, sure, a standardized title strip would make things easy for me when I have to order three or four different model types. But I do not believe that it is worth the creativity that is lost due to a restrictive strip. I say, once a standardized title strip is adopted, everybody is slowly going to blend together in a pool of sameness. Don't let this happen! Once a standard is set, it makes it that much more difficult to introduce something new.

San Diego, CA

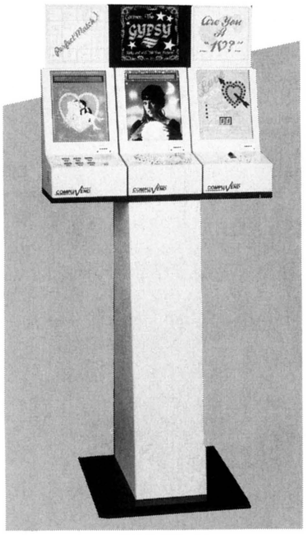
About the equipment poll

Okay, the equipment poll is a bit confusing with the combined video and pinball listing. The longevity points would be better applied to the distributors in and out of the central Florida area than to the games. How about a column labeled "weighted value." Instead of longevity points, have this column equate cost and point value.

Use a published cost by a distributor (have a distributor sponsor the column for

(continued on next page)

Invest in the BEST



Impulse Machines are Hot!
And we have the best with the biggest selection. You can maximize your profits in any location with our eleven models. Check Mayoni's unique features:

- Digital Voice–Sounds Like the Original
- Very Attractive Graphics
- Many Lights for Added Attraction
- One Year Factory Warranty on Parts and Labor
- Heavy Duty Steel Construction
- Trouble Free Solid State Electronics

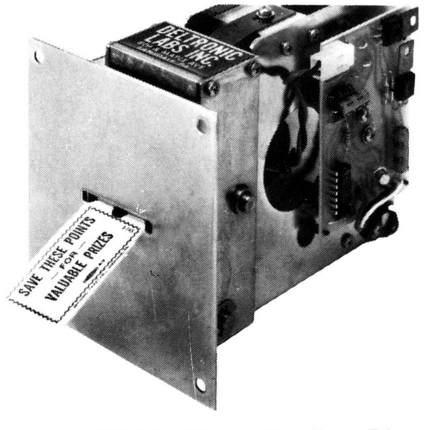
Call or write today for a full brochure.

1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

THE TICKET DISPENSER —WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.
Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

PLEASE FOLD HERE

PLACE
STAMP
HERE

PLAY METER
Magazine
P.O. Box 24970
New Orleans, LA 70184

the bean counters at Play Meter) divided by the point value. This would put games in perspective with each other. For example, *TMNT* at $2,900 and *Final Fight* at $1,400 divided by their point values printed in the June 1990 issue would give respective "weighted values" of 314 and 162. The lower the weighted value, the more lucrative the purchase.

Of course, this is still trying to quantify a bushel of apples and oranges, but it does rationalize a purchase based on cost and popularity. Perhaps have the combined listing in ascending order of weighted values. It would certainly open some eyes each month. See you in New Orleans.

Steve Piantieri
Orlando, FL

A word on pinball

All of the pinball manufacturers want to sell you their game! They do not want you buy a competitor's game. All of this desire to sell ignores the very basic fact that their customers need to stay in business.

And now a word to the manufacturers. Do you want to put your competition out of business? You do? Great! Here's how:

All of your games should use very special parts, obtainable only from you. These parts should be sold at prices 10 to 20 times their actual value. When parts are ordered, a two- to four-week delivery schedule should apply. Do not allow the low-life customer to order parts directly from you. Force them to go through several levels of distributor, supplier, etc.

This is a sure-fire way of putting the customer out of business. After that, bingo! Your competitor is also out of business. Of course, you will be too.

George A. Brewer
St. Louis, MO

Inspired by commentary

I've just completed reading your "Guest Commentary" in the June issue. It inspires me as well as intrigues me.

True, few have taken only a teaspoonful of those ideas and turned them into profitable marketing ventures. Consequently, I've read that the Japanese actually enjoy themes like Robin Hood, Dracula, Knights of the Round Table, etc.

So why not just compile those ideas and fantasize? Well, I'm sure you haven't been familiarized yet with Relax Entertainment, but being a new company, we too have considered a bushel of those ideas to bring to the consumer and coin-op markets.

If we are able to venture far enough we will, and our players will let you know how some themes turn out compared to those sly ninja warrior games.

Gene Gaudreault
Danbury, CT

Invest in the BEST

Ziggi The Talking Clown
Cash in on the growing children's market with Ziggi the Talking Clown. This low cost, high volume toy vendor offers years of trouble-free profits and these unique Mayoni features:

- Extensive Vocabulary
- Self Clearing Anti-jamming Mechanism
- Vend Any Size Egg or Capsule
- 1 Year Warranty

Call Mayoni today for more information.

1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

HI KIDS!
TALK TO ME
TALK TO ZIGGI THE CLOWN
TALK TO ZIGGI THE CLOWN

Billiard Cloth

Mali
&
FORSTMANN®

Available through distributors

All Grades and Colors,

ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

Asteroids challenging *Space Invaders* for top video sales

It's hard to believe it was just 10 years ago that Atari was boasting that its game *Asteroids* had topped the production runs of any other game by the Sunnyvale manufacturer, and was bidding fair challenge to *Space Invaders* for the top of the video sales curve.

Midway Manufacturing had filed suit against Universal U.S.A., claiming that *Cosmic Alien* infringed on Midway's copyrights relating to *Galaxian*.

Roger Sharpe, Play Meter's "Critic's Corner" columnist, wrote an article about 50-cent pricing on pinballs. He said, "No one is questioning whether it should be done (the answer is yes), whether the time is right to do it (the answer is no for now), and whether the equipment itself has sufficiently changed to warrant the price rise to the player (the answer is yes and no.)" Little did he realize that 10 years later the industry would still be debating the issue of 50-cent play, not only on pinballs but videos as well!

Play Meter's "Coinman Interview" was with Donald Anderson of A&A Amusement Co. in Portland, a mere 60 miles from Mount St. Helens when it erupted. Donald was serving on the AMOA board of directors and was instrumental in the formation of the Oregon Amusement and Music Operators Association. Donald answered a variety of questions concerning his business plan and how he kept track of what was profitable and what was not. From him: "I finally came to the realization that I can't be a nice guy any more. I made the move to 60 percent (commission) and even added service charges."

In other news: ASCAP filed suit against a Minnesota operator for not having a copyright fee stamp on one of his 150 jukeboxes; the federal gaming tax stamp expired, opening the way for many amusement modes (including pinball tournaments); Sega opened its family entertainment center called P.J. Pizzazz; and Mike Anderson, Jr. of Mickey Anderson Inc. died of chronic heart illness.

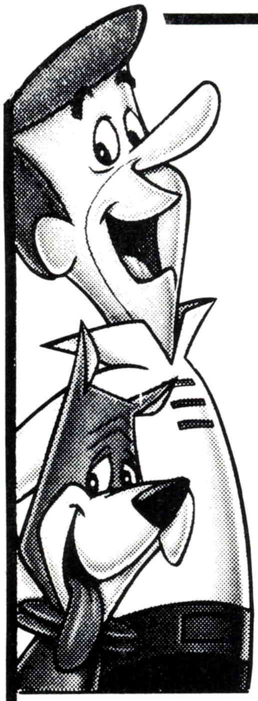
> ***"Atari was boasting that its game Asteroids had topped the production runs of any other game by the Sunnyvale manufacturer."***

Atari lined up a new management team which included Joe Robbins, who was named co-president; Fred Gerson, named vice president of finance; and Shane Breaks, named international marketing director. In other industry moves, Ed Miller, new president of Allied Leisure, announced that the company would be renamed Centuri; and Satish Bhutani joined Data East as vice president.

Roger Sharpe, in his "Critic's Corner," reviewed the following games: *Panthera* by Gottlieb, the second in the Star Series 80 oversized pins; and Stern's *Seawitch*, a departure from some of its recent games and destined to mark the '80s.

The top pinball games (still listed first on the equipmnet poll) of August 1980 were: *Space Invaders, Firepower, Gorgar, Silverball Mania, Laser Ball, Flash, Galaxy, Spider-Man, Panthera*, and *Meteor*. The videos were: *Asteroids, Galaxian, Space Invaders, Astro Fighter, Rip Off, Monaco GP, Football, Sprint II, Head On*, and *Tailgunner*.

The top songs being played on jukeboxes around the country included: "Coming Up," "Little Jeannie," "She's Out of My Life," "Steal Away," "Let Me Love You Tonight," "It's Still Rock N' Roll To Me," "Clones (We're All)," "Let My Love Open the Door," "Should've Never Let You Go," and "Shining Star." ☐



HMS MONACO & HANNA BARBERA

are proud to present . . .

The JETSONS

An exclusive line of COLLECTOR PINS & NECKLACES —
For all your cranes, rotaries and redemption needs.
Coming soon: Flintstones, Yogi Bear & more!

HMS MONACO et. Cie, Ltd.
The leading manufacturer of custom made
Jewelry for all your vending needs

CALL: 1-800-777-0901

135 W. 20th St. • NY, NY 10011 • (212) 691-9000

THE SIMPSONS™
MATT GROENING

NEW!—Simpson Pins—Best Price!
—6 Different Key Chains Featuring
The Simpson Family

DON'T GET "CAUGHT"
WITHOUT OUR DICK TRACY
KEYCHAINS

HMS MONACO et Cie, Ltd.

Tim Wolfe

In the summertime the playing is fun

I'm finding some pretty good arcade games to play this summer. I'm still putting countless quarters into the Uzi gun games like *Operation Thunderbolt*, *Operation Wolf*, and *Mechanized Attack*.

For some unexplained reason, lately I've been hooked on the military war games. Although I've never been a big follower of the kick and punch karate games, I am aware that *Final Fight* and *Teenage Mutant Ninja Turtles* are getting heavy arcade and kid-oriented street location play.

Keeping pinball games looking and playing good seems to be the real challenge. But Data East, Premier, Midway, and Williams have been meeting that challenge by building some fun games.

Driving games have been getting the heavy play you would expect. Players always have and probably always will enjoy racing around a video screen track. The big winners this summer appear to be *Hard Drivin'*, *Final Lap*, *Super Off Road* and, one of my favorites, *Out Run*.

To my surprise, one game that has not been getting the attention it deserves is the Atari driving kit, *Badlands*. I am so convinced that it is a much better game than it has appeared to be that I have chosen to review *Badlands* this month along with Williams' *Rollergames* and Premier's *Silver Slugger*.

Badlands—summer sleeper?

If you look at the latest equipment polls, you will see that *Badlands* has not shown up as a hit. This is surprising because the game plays nearly identical to Atari's mega hits *Super Sprint* and *Championship Sprint*, which still are earning well in locations. I've been trying to figure this out. Players may not be recognizing *Badlands* as a driving game, perhaps because of its name. Atari may have been better off naming this piece *Bad Driving*, *Road Warrior*, or something that gives a clue to its theme—combat race course driving.

The game is fun to play. I'm convinced that if it had been offered in a two- and three-player dedicated version, it would be getting heavy play and have the earning success comparable to other Atari driving games. Since this is the first real driving game kit, it's fair to assume that most operators and distributors may not be interested in the extra work that is required to convert a driving game. This makes some sense when you think about it.

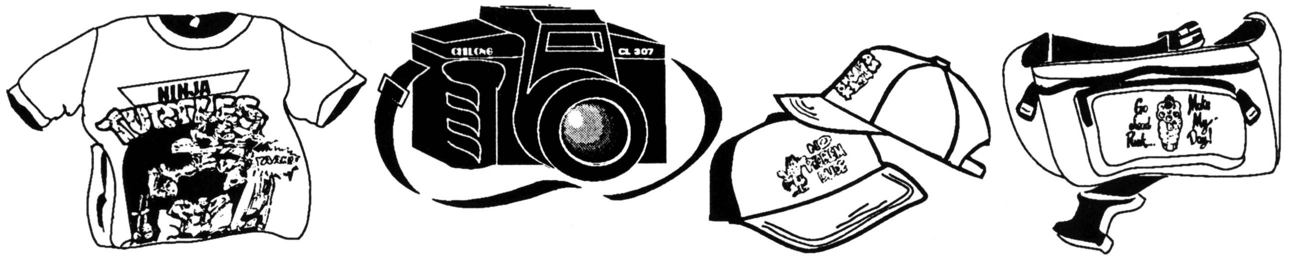
After you convert a cabinet to *Badlands*, that cabinet will be a driving game cabinet for good. Also, multi-player driving games have larger cabinets than the conventional single player video cabinets. In addition, not all video cabinets will lend themselves to becoming a good looking and good playing *Badlands*. Since most dedicated driving games (even the older ones) still earn well, an operator would be hesitant to convert a game like *Championship Sprint* to *Badlands*. The older driving games can be operated in so many summer locations that I occasionally run into first generation black and white KEE Games like *Sprint*.

Finding so few Badlands in locations leads me to this conclusion: There is a definite need for one- and two-player generic driving cabinets. After all, a kit is a kit, isn't it? Potential earnings inspire you to spend the time to convert a game from a kit. Driving games almost infallibly have good ROI. So a good game like *Badlands* must be too troublesome to build or it would be a summer hit.

Although the game play is similar, it's just as good, if not better than *Championship Sprint*. *Badlands*' theme features a post-nuclear disaster setting similar to the "Mad Max Road Warrior" motion picture starring Mel Gibson. There are multiple tracks with different obstacles (just like *Championship Sprint*). You must beat your opponent's and the drone's cars around the track while picking up wrenches to add strength to your car for the next race. If another car in the race gets too close, you can target him with a missile.

A helicopter will place the destroyed car back into the race a few moments later. After picking up three wrenches, the player then can choose to add missiles, better tires, turbo, higher speed, or shields. The game allows you to improve one of these racing features up to six skill levels. The add-a-coin feature will yield the same type of continued play and buy-in that *Championship Sprint* has. The graphics are very attractive and detailed,

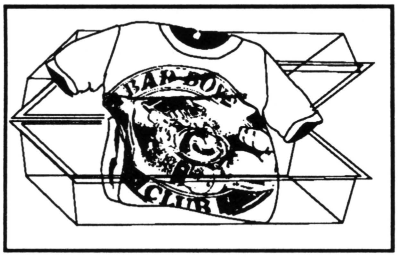
SUPER JUMBO Bubble Packs™


NINJA TURTLES
CL 307
Go ahead Punk... Make My Day!

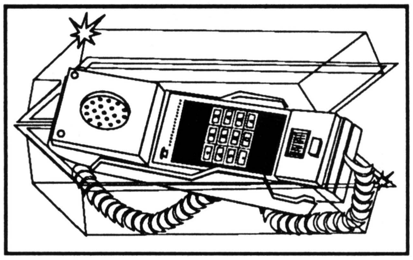
IMAGINE! Walkman Radio's, Telephones, Camera's, Speakers, In Your Jumbo Crane.
IMAGINE! T-Shirts, Ninja Turtles, Rock Group, The Simpsons, Cartoon Characters in Your Jumbo Crane.
IMAGINE! Hot Neon Caps, Neon Waist Pouches in Your Jumbo Cranes.
IMAGINE! Adult Jokes, Novelties, Fun Items In Your Jumbo Cranes.

Well You Don't Have To Imagine Any More! **STAR TRACK** Has Just **Revolutionized** The Jumbo Crane Machine With It's **New Exclusive Super Jumbo Bubble Packs™**. Our Unique Packaging Offers New & Exciting Hot Items That Will **$$ DAZZLE $$** Your Jumbo Cranes. Kids, Teens, Adults Will Go Crazy For These New & Exciting Items.

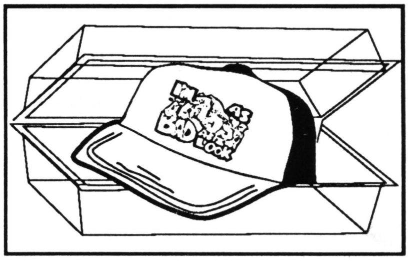
HOT NEW JUMBO'S ARE HERE!


BAD BOY CLUB

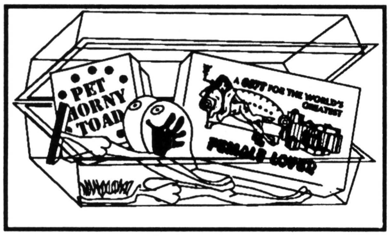
T-SHIRTS
- Simpsons • Ninja Turtles
- Rock Groups • Novelty Prints
- Funny Sayings • Adult Jokes



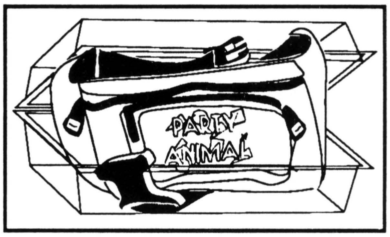
ELETRONICS
- Stero Radio's
- Telephones
- Cameras



NEON CAPS
- Popular Sayings
- Jokes
- Logo's


PET HORNY TOAD
A GIFT FOR THE WORLD'S GREATEST
FEMALE LOVER

MIDNIGHT DELIGHT (X-Rated)
- 3 Pcs. Assorted Novelties & Jokes


PARTY ANIMAL

NEON WAIST POUCHES
- Hot Neon Colors & Designs

STAR TRACK inc.
148 Allen Blvd.
Farmingdale, NY 11735

Sales Representatives
Louisanna 1-800-843-0864
New Jersey 1-800-733-6303

New York
Main Office & Warehouse
1-800-733-5013
* FREE CATALOG

with the colorful trophy mode between race heats.

''One game that has not been getting the attention it deserves is the Atari driving kit, Badlands.''

Badlands deserves another look. Find the right cabinet and build one. As fun as it is to play, it should show positive earnings like other good driving games. Rank this game a ### for earning and play appeal. Possible closeout or discount prices will make it a real bargain on your routes.

Williams' *Rollergames*

Williams' *Rollergames* design team was headed by Steve Richie, whose past works include *Flash, High Speed*, and *Black Knight 2000. Rollergames* has some exciting play with a new magnet feature called the ''deep freeze magna flip feature.'' It also incorporates a random timed ''million plus'' shot accomplished by hitting the ''wall,'' a ramp shot which is the focal point of the playfield.

While *Rollergames* may not be as big of a hit as the recent *Whirlwind* in some game rooms, it is nonetheless an excellent game for your routes.

Rollergames was licensed from the TV roller derby show of the same name. It incorporates product advertising like Pepsi and Slice in a billboard advertising effect on the playfield. This excellent concept gives the game a professional sporting feeling. The brand recognition concept is not a new one, but it hasn't bee seen in recent years. If you recall, Bally/Midway's *Tapper* gave some splashy advertising to Anheuser-Busch by using the Budweiser brand name for the bartenders' brew.

Play action on *Rollergames* is fast, but does not break much new ground. Ball lock-ups are qualified by completing the center three-bank drop targets and lock-ups are accomplished by hitting the wall ramp shot. Multi-ball begins after three balls are successfully locked.

One interesting feature is playfield animation generated with one and two balls successfully locked. The balls move in a circular pattern around the ramps at timed intervals. This creates a false sense of multi-ball launch, distracting the player.

This is a neat feature and it also ties to the theme of the game. Completing S-K-A-T-E targets on the left side of the playfield adds a letter to WILLIAMS on the backglass. Complete the WILLIAMS letters on the deep freeze magnet with the upper flipper. Hitting lit JETWAY lanes on either side of the playfield advances teams to score extra-ball. This feature is fun and is similar to the FREEWAY feature on *High Speed.*

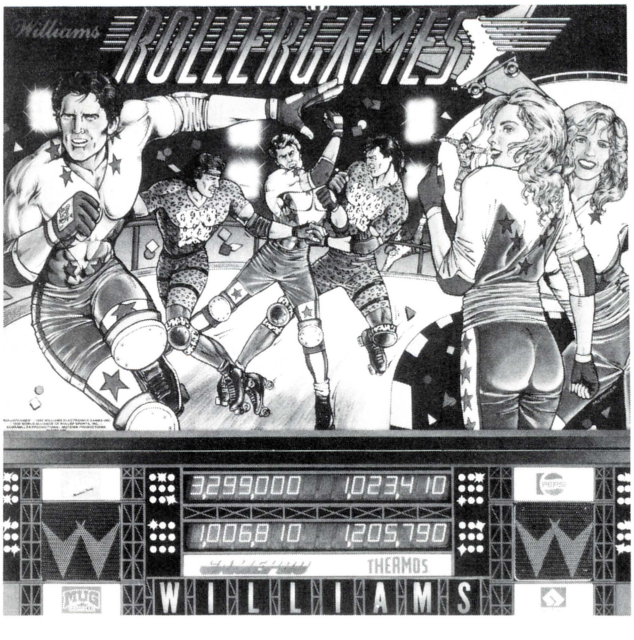
''One interesting feature is playfield animation generated with one and two balls successfully locked.''

Rollergames also offers a timed ''sudden death'' mode, where the flipper capture magnet stays lit for shots that score one million points per shot. All drop targets down during sudden death scores two million points. Jackpots are achieved by hitting the wall during multi-ball play.

Pingames like *Rollergames* show us where ramp evolution has gone. Some experienced players argue that ramp shooting has gone too far. Although I see the point, I don't completely agree. The biggest drawback in the ramps is the weak flipper syndrome. Flipper rebuild kits are desperately needed in the field. The deep freeze magnet is practically useless with a weak flipper to shoot from.

While I have no problem with ramps, if they are to be a focal point in the game, the flippers must be strong enough to power

BADLANDS
UNIVERSAL KIT
BADLANDS
BADLANDS
ATARI



the shot. In some ramp designs I see so much plastic monopolizing the playfield that it is difficult to see the ball in play in certain areas. Most players really dislike not being able to see the ball in play or when the ball is stuck out of sight.

Overall play on *Rollergames* is quite good. The game has plenty to offer the fair to good players, it has enough color, and it's in good taste. I score this game a *###* 1/2 for a good playing, fun game that was not unveiled at any major amusement trade show. The upper flipper is crucial, so keep it working properly for best earnings.

Premier's *Silver Slugger*

Lower prices on pinballs with more fundamental playfield design to reduce ball hang-ups seems to be the new marketing concept from Premier. If all of its games play like *Silver Slugger*, this plan will be a success.

Silver Slugger is an excellent game. The machine offers all of the excitement seen on most of the other pinballs on the market, and I regularly get good scores. Like the traditional Gottlieb games, it offers replay awards for high scores and runs. There is a new, larger LED display located in the backbox for the runs-scored tally. The artwork and styling remind me of the traditional '60s games.

> ***"If all of Premier's games play like* Silver Slugger*, this plan will be a success."***

The goal of the game is to score as many runs and get as high a score as possible to achieve replays. Nice features include right drain lane kickback and a vari-target to score singles, doubles, triples, and home runs. Shooting for the spinners will lead to a "hit" which will score a "mystery" value. Mystery points in the eject holes work well for this game.

Completing the four bank drop target at the center of the playfield in sequence advances the playfield letters HOME RUN to achieve "specials." There is a random "jackpot" feature on the right spinner. It has some attractive strobe lighting when it is lit. I have not quite figured out how to get this jackpot lit.

The art is styled after games from the '50s and '60s and is very good looking. *Silver Slugger* is in a bright yellow cabinet that does away with the bothersome gaud on top of the machine.

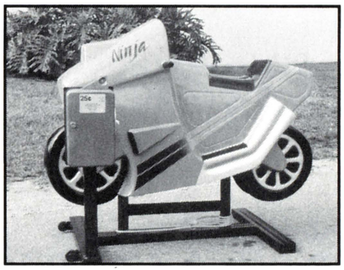
The game is entertaining and fun for multiple players. It will have the earning power of other baseball machines. Because of the lower price you can expect a quicker ROI. This game deserves a *###* 1/2 for arcades and routes. ☐

Here are Tim Wolfe's rankings:

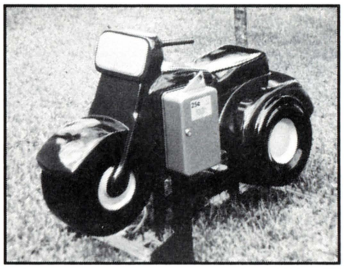
##### = buy all you can
#### = excellent
### = good
## = fair
# = poor

Gottlieb
Silver Slugger
BALL IN PLAY
MATCH
TOP 5

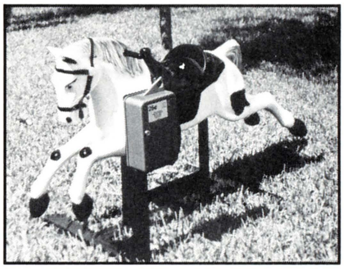
Kiddie Rides & MORE, INC.
made in Florida!



NINJA CYCLE



TRI MOTO



PONY

Before you buy —
CALL
DAVID VEGA
and see why we
are your **best** value!

Also —
- Parts • Sound Systems
- Coin Box Protectors
- Timer Assemblies
- Reduction Gears, etc., etc.

KIDDIE RIDES & MORE
8024 W. 21 Court
Hialeah, FL 33016
(305) 557-8356
FAX (305) 821-0609

Irving Blackman

Transfer your business to the kids—with income flow

You're successful, and so is your business. Now you are older and have a new set of goals. You want to share this success with your children—not the IRS—and you need a flow of income.

In the "good-old tax days," it was easy to accomplish your goals, transfer the future growth of the business to the children, and still save a bundle of estate taxes. But in 1987, Congress passed some get-tough rules to prevent family businesses from beating the estate tax laws.

One of the key questions family business owners are asking today is, "How can I stop the growing value of my business from being taxed in my estate, yet continue to get needed income from the business?" The IRS has finally spoken in Letter Ruling 9008065, which details how to get the job done under the new rules.

Here are the facts. Joe and Mary Success own a family business, Success Co. Their son, John, owns a few shares. Joe and Mary want Success Co. to buy their shares and pay for them over a period of time. With Joe and Mary owning no shares, John would own 100 percent of the business. A great transfer plan, but can it work? Yes. There is an exception in the new 1987 rules called "qualified debt."

To take advantage of the exception, Joe and Mary must meet four specific requirements:

- The term of the loan cannot exceed 15 years.
- The note imposes an unconditional obligation on the Success Co. to pay.
- The payment dates and interest rate must be set at the outset.
- Joe and Mary have no ownership rights in the corporation (for example, the right to vote shares of stock).

What's the penalty for not meeting all of the requirements? The fair market value of Success Co. at Joe and Mary's death will be included in their estate.

One warning: this is one of the most complex areas in the tax law. This item does not discuss all of the problems, opportunities, or traps. Consult with a competent tax adviser.

Your IRA can be your private finance company

Once you put money into an IRA, the rules for taking it out are rather precise. These are the basic rules: any amount you withdraw is subject to tax in the year the funds are distributed to you. Distributions made to you prior to reaching age 59-1/2, except for death or disability, are subject to a 10 percent penalty tax.

Most people don't know it, but there is an exception. You can withdraw (in effect, borrow interest-free) any amount you like from your IRA and use it for any purpose—tax-free and without penalty.

There is a "but." The funds must be returned to the IRA from which it was withdrawn, or rolled over, into another IRA within 60 days. The authority for this wonderful exception can be found in IRS Letter Ruling 9010007. One more thing: you can only do this trick once a year.

More insurance dollars for your family

There's an old cliche about death and taxes. Death may be certain, but death taxes can sometimes be avoided in whole or in part. More often than not, I see a family's death taxes overpaid by astounding amounts because life insurance was mishandled.

First, here are some basics. If you own a life insurance policy on your life, the proceeds at death are includeable in your estate. That means the IRS can collect up to 55 percent for estate taxes. So for every $100,000 of insurance you own, it's possible that the government can wind up with $55,000 and your family only $45,000.

Suppose a husband makes his wife the beneficiary of a $100,000 policy. The proceeds escape tax at the husband's death because of the marital deduction. Simply put, this deduction allows property to pass from one spouse to the other, free of the estate tax.

So far so good, but what happens when the surviving spouse (assume the wife) dies? She gets nailed for the estate tax. When there are children, the estate of the last to die (either mom or dad) almost always goes to the kids.

Think about this. If the kids had owned the insurance policy in the first place, it would not have been in either mom or dad's estate. The savings on each $100,000 of insurance can be as much as $55,000. One easy way to accomplish this huge tax savings is to gift the insurance policy to the kids, who then become policy owners as well as beneficiaries.

This is easy to do; your insurance company will supply the forms. There is an urgency to making the gift. Why? Because the policy owner and insured who makes the gift must survive for a full three years after the gift is completed. Sorry, but if you don't make the three-year period, the insurance proceeds are swept back on to your estate.

There are a number of other tricks that can be used to increase the insurance proceeds, without any additional cost, and also to eliminate or reduce the estate tax cost. If you have any significant amount of insurance, take the time to consult with a competent specialist. You'll be pleasantly surprised to find out that in almost every case, the after-estate tax dollars can be substantially increased. And don't wait. Time favors the IRS.

Can your business win the casualty insurance war?

The only good thing about skyrocketing casualty insurance costs is that they are tax deductible. The typical complaint of closely held business owners in recent years has been the double-barreled blow of the insurance industry—reducing coverage while boosting premiums.

In an attempt to reduce insurance costs, business owners—individuals or in groups—have attempted a number of different strategies. Let's review the tax consequences of the most common strategies.

Self insurance (you assume the risk and simply pay the claim yourself or not recover for a loss from an insurance carrier) is one of the most popular ways of eliminating some insurance premiums. For example, you do not have any insurance for property damage on a piece of equipment that is destroyed by vandals. You can deduct the book value (cost less depreciation) of the equipment.

"A family's death taxes can be overpaid by astounding amounts because life insurance was mishandled."

Another common example is a business that self insures liability claims because experience has shown it is cheaper to settle these claims themselves than to pay high annual premiums for an insurance company to do so. Sorry, but such payments are only deductible when the liability is legally fixed, and you are on the accrual basis of accounting. If you are on a cash basis of accounting, the deduction can only be taken in the year the claim is actually paid.

So you want to be clever and set up a reserve to cover anticipated losses? That may be a good idea for *accounting* purposes, but the reserve is not deductible for *tax* purposes.

What about joining an industry group, usually through an association, that sets up a "captive insurance company" to cover certain risks (workmen's compensation, liability, and property damage are the most common). Savings run in the 25-35 percent range. Premiums paid to a properly structured captive are deductible the same as regular insurance premiums if you have no legal right to receive a refund for insured funds collected (savings) by a group. Refunds reduce your insurance expense in the year the refund is received.

What is most interesting is that in recent years our clients have asked us more questions than ever about lowering insurance costs by self insurance or by organizing an industry captive insurance group. We are trying to help by undertaking a survey, the results of which will appear in a future article. Maybe by working together we can win the casualty insurance war. ☐

Please contact us for information on our Egg Vending Machines. 4 different characters now available.

We also have excellent quality and pricing on filled or empty eggs. 3 different filled egg mixes available at 3 different prices. Empty eggs come in 8 bright colors.

N.E.T.

National Entertainment Technologies, Inc.
P.O. Box 648 • Marshfield, Mo. 65706
Out of Mo.: 1-800-458-4116
In Mo.: 417-468-2900

Frank Seninsky

Testing game boards and components without the game

It doesn't matter whether you are a large or small operator when it comes to testing or repairing boards in the shop. All operators face the same problem of not having the right game around to test a board brought in from the route with the explanation: DON'T WORK!

It usually happens at 5 p.m. on a Friday. No matter how many test fixtures you have, or how sure you are the board is fixed, you can't find a way to easily test it before sending it back to a location proclaiming: WORKING! Can you really sleep over the weekend knowing that the board might be back on the bench early Monday morning with a nasty note attached?

The average operator cannot afford to buy all the expensive test fixtures or have good working games just laying around in the warehouse. The answer is to improvise. Here are a few tricks that my technicians use to tackle these problems:

Power supply regulator boards

Let's use a regulator board from a Williams pinball as an example. The routeman claims the game is losing +5 volts and has narrowed it down to this board. Usually with the aid of a voltmeter, you will find a bad discrete component such as a bridge rectifier, a transistor for a diode. After replacing this bad component you want to power up the board to make sure it works.

According to the schematic, the +5 volt circuit requires a center-tapped AC input of 9.7 volts. To provide this input, you can use any step-down transformer with a center-tapped secondary that has a voltage output close enough to 9.7 volts.

To be precise, connect the primary of the transformer through a variac (acquired from an electronics junk shop for $15) and adjust the variac until the output voltage of the transformer is 9.7 volts AC.

Connect one end of the outer transformer secondary outputs to pins 1 and 2 of the regulator board and the other transformer secondary end to pins 5 and 6. The center tap goes to pins 3 and 4 of the input connector 3J3 on the regulator board. For a load, clip a 3 ohm-15 watt resistor across TP1 and ground. Now you can measure your +5 volts at TP1. If you have it, send the board out to its mother game.

Williams pin MPU with a solenoid problem

Solenoid problems are usually caused by a bad driver or predriver transistor, which are easy enough to test with your multimeter. However, it is best to be able to test all the solenoid driver circuits on the board before sending it out as "working." Without a game, you want to perform a "simulation" test.

Power up the MPU board's logic by using a regular +5 volt switching power supply. To provide the solenoid B+, use a 6 volt lantern battery with a #47 light bulb, which will act as the solenoid. Hook the negative battery terminal to the solenoid ground of the board (connect 1J13, pins 1, 2, 3, or 4). The + of the battery goes to one side of the #47 bulb. Another wire runs from the bulb to the board pin connector of a driver transistor collector.

Get an $18 Radio Shack logic pulser to provide the pulsing signal that would normally come from the PIA, and touch it to the input of an "and gate" in the driver circuit that comes from the PIA. To enable all the "and gates" don't forget to jumper one "and gate" input (that's tied to the blanking circuit) to +5 volts DC.

If all the parts of the circuit (driver transistor, predriver transistor, and "and gate") are good, the test lamp will flash at the same rate as the pulser's LED. If it doesn't flash, you can move the pulser to the base of the predriver transistor. If it flashes, you have a bad "and gate." If it still doesn't flash, move the pulser to the base of the driver transistor.

"All operators face the same problem of not having the right game around to test a board brought in from the route with the explanation: DON'T WORK!"

The above applies to any of the 16 control solenoid circuits. The test is a little different for the six special solenoid circuits, as they use a "nor gate.'

Optic sensor boards

Optic sensor boards are widely used on steering assemblies of driving games, drop target sensors for Williams pins, and we will be seeing more of them on optic joysticks. To test these mini boards in the shop, it is best to have an oscilloscope to monitor the output.

You can power up the board using a +5 volt switching supply connected to the input pins of the sensor board. Next, touch the oscilliscope probe to the output pin on the connector of the sensor board. Insert a piece of cardboard between the optic sensor. If the board is good, you will see a transition from high to low of about +5 bolt amplitude on the scope.

If you don't see this transition, then a component is bad. Most of the time it is the optic sensor that usually burns out. You can confirm this by moving your scope probe directly to the output pin of the "detector" side of the optic sensor, at a point in the circuit *before* the signal gets amplified by the IC on the board. Now insert your cardboard to block the light path. You will see a transition of a much smaller amplitude, if the component is good.

"Can you really sleep over the weekend knowing that the board might be back on Monday?"

RGB monitors

To test RGB monitors in the shop, we have built an inexpensive pattern generator by putting together a *Double Dribble* PCB, a switching power supply, and an isolation transformer in a 14" x 14" x 5" wooden box. Why did we choose a *Double Dribble*? We have a lot of them laying around, it uses a JAMMA harness, and it has a dip switch which gives you a cross hatch and a color pattern.

As always ...keep cranking! ☐

If you want to

EXPAND

your business,

this is the place to start.

PLAY METER
(504) 488-7003
Display ads: Ron Kogos
Classified ads: Carol Lea LeBell

AMOT

Amusement & Music Operators of TN

Trade Show, General Membership Meeting, Seminars, Golf & Pool Tournaments, Dining, Dancing & Auction

August 10, 11, 12

OPRYLAND HOTEL
2800 Opryland Drive Nashville, TN
(615) 889-1000

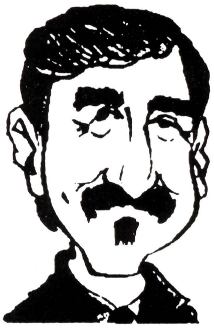
For additional information, Contact:

Jan Green, Chairman (901) 521-1234
Carl McClanahan, President (615) 684-1067
John Estridge, Director (615) 331-0082

WE NEED YOUR PARTICIPATION!!

Randy Fromm

Troubleshooting audio amplifiers



No matter how good the graphics are in a game, the sounds are an important aspect of the total game-playing experience. Without sound, a video game or pinball isn't nearly as enjoyable to play.

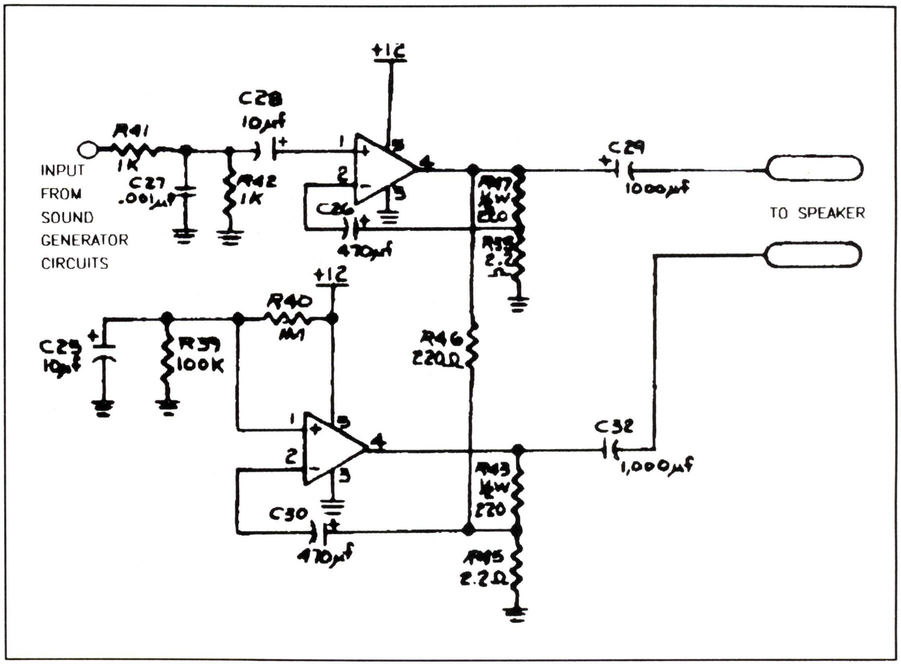
When you experience a sound failure, there are some simple tests that you can make to determine the source of the problem.

Step 1:

Put your ear to the speaker and listen carefully for a faint hissing sound. You are listening for something called "amplifier hiss." Amplifier hiss is a byproduct of the amplification process. If you can hear the hiss, it means that the speaker is OK. The speaker is connected to the amplifier, the amplifier is okay, and the amp is receiving its +12 volt DC power supply.

If you hear the hiss, but have no game sounds, chances are very good that you have a board problem in the sound generation circuits. Don't forget to check the -5 volt DC power supply as well. Failure of the -5 volt supply may also cause a game to lose its sound but still leave the audio amplifier functioning normally.

Hint: If you are in a noisy environment and cannot hear the amplifier hiss, try touching your finger to the bottom of the board at the amplifier. If you rub your finger across the pins of the amplifier, you will hear noise from the speaker (if the amplifier is good).



> *"Without sound, a video game or pinball isn't nearly as enjoyable to play."*

Step 2:

If there is no amplifier hiss, check the speaker connections and the speaker itself. Test the speaker by putting your meter on the lowest resistance (ohms) scale and place the meter leads across the two terminals of the speaker. It should measure at four to 16 ohms of resistance.

If the speaker is bad, it will probably read as an open circuit. It is remotely possible that the speaker will be shorted. A shorted speaker may damage the audio amplifier itself.

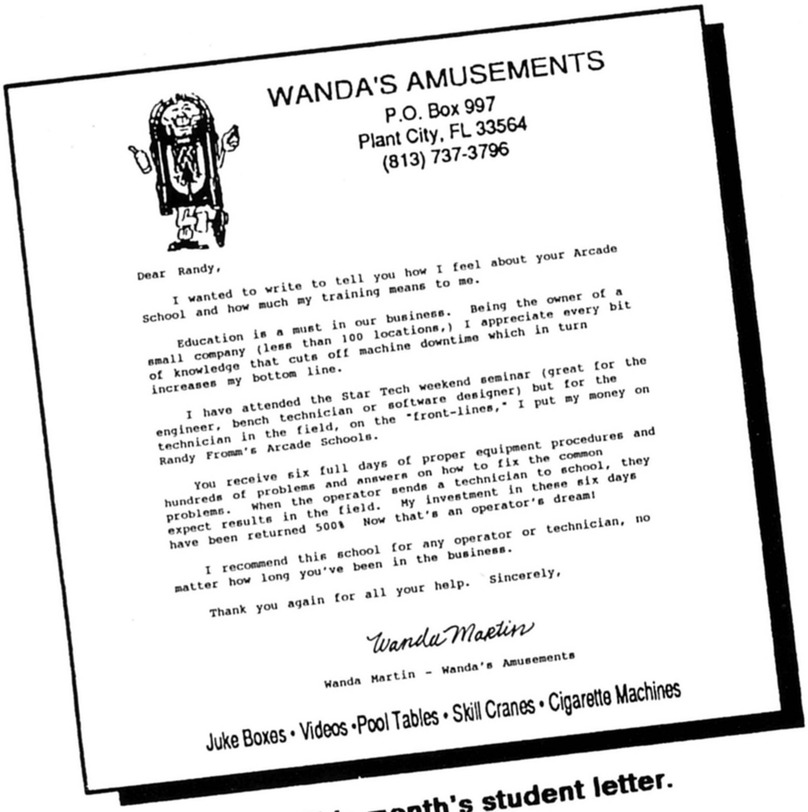
Step 3:

If the speaker and connections are all good, check the +12 volt DC power supply at the audio amplifier integrated circuit.

Step 4:

If the +12 is okay, check the output capacitor(s). In the schematic shown, there are two: C29 and C32. Regardless of the type of audio amplifier used, the output capacitor(s) will always be connected in series between the output of the amplifier and the speaker itself. When the output capacitor opens, there is no way for the amplified audio to reach the speaker. ☐

TECHNICAL DIFFICULTIES?



WANDA'S AMUSEMENTS
P.O. Box 997
Plant City, FL 33564
(813) 737-3796

Dear Randy,

I wanted to write to tell you how I feel about your Arcade School and how much my training means to me.

Education is a must in our business. Being the owner of a small company (less than 100 locations,) I appreciate every bit of knowledge that cuts off machine downtime which in turn increases my bottom line.

I have attended the Star Tech weekend seminar (great for the engineer, bench technician or software designer) but for the technician in the field, on the "front-lines," I put my money on Randy Fromm's Arcade Schools.

You receive six full days of proper equipment procedures and hundreds of problems and answers on how to fix the common problems. When the operator sends a technician to school, they expect results in the field. My investment in these six days have been returned 500% Now that's an operator's dream!

I recommend this school for any operator or technician, no matter how long you've been in the business.

Thank you again for all your help. Sincerely,

Wanda Martin

Wanda Martin - Wanda's Amusements

Juke Boxes • Videos • Pool Tables • Skill Cranes • Cigarette Machines

This month's student letter.

TAKE A LOOK AT WHO'S USED RANDY FROMM'S ARCADE SCHOOL TRAINING, AND WHAT THEY HAVE TO SAY.

- ATARI OPERATIONS
- CHUCK E. CHEESE/ SHOWBIZ PIZZA
- KNOTT'S BERRY FARM
- TIME-OUT FAMILY FUN CENTERS
- DAVE & BUSTER'S
- PUTT-PUTT GOLF & GAMES
- SCANDIA MINIATURE GOLF
- MICROWORLDS

SURE IT'S TECHNICAL... BUT IT'S NOT DIFFICULT!

1990 CLASS SCHEDULE
Chicago, IL - September 17th - 22nd
New Orleans, LA - October 29th - November 3rd

RANDY FROMM'S
ARCADE
SCHOOLS

FOR YOUR **FREE** INFORMATION PACKAGE, CALL:

(619) 697—4035

Randy Fromm's Arcade Schools 7960 Culowee St. La Mesa, CA 92041

Bonnie Theard

Don't have a cow! Get The Simpsons now!

The summer keeps rolling along, with reruns of "The Simpsons" garnering even more viewers than during the regular TV season. Everywhere you go you see The Simpsons on T-shirts talking back to you, just as The Simpsons do on the small screen.

It's easy to capitalize on the popularity of this new sensation with some of the latest items available from the industry's merchandise suppliers. In addition, this month features neat hand puppets that are sure to attract the interest of players looking for something different.

First up is **Acme Premium's** giant Bart Simpson doll, which stands 24 inches tall. His bug-eyed countenance and spiky flat-top haircut will make customers look twice at your redemption counter. For more information, call Acme Premium Supply Corp. (800) 325-7888 or (314) 531-8880.

To quench those big time summer thirsts, try **Ace Novelty's** collection of 16-oz. squeeze bottles with the trendy New Kids on the Block, Teenage Mutant Ninja Turtles, or The Simpsons. Colorful choices abound. For more information, call Ace Novelty Co. (800) 759-1223 or (206) 644-1820.

The new and unusual comes from **Coast to Coast Game Distributing**, which now offers a series of Punching Puppets. The recognizable face of Hulk Hogan is pictured here. Other choices include Mr. T., Rocky, Ronald Reagan, and Gorbachev. The puppets have bobbing plastic heads to accentuate their strength when punching; hand controls are inside the puppet. For more information, call Coast to Coast Distributing Inc. (800) 752-9879 or (916) 784-6611.

All merchandise suppliers are invited to submit items for this column; there is no limit to the number of entries. Please send by August 1 for the September issue. Look ahead to the fall season and help us give operators some fresh ideas or new looks that will help everyone increase their bottom line. ☐

THE SIMPSONS

Bill,

I need to know ...

1. Should I rotate the Double Dragon at Quick Mart?
2. Did you want to put another machine into Zak's Pizza?
3. Should we sell one of our Main Events?
4. Do you want me to pull everything from Video Theatre this week?
5. Does Hilda have my collection reports ready for tomorrow?

Charles

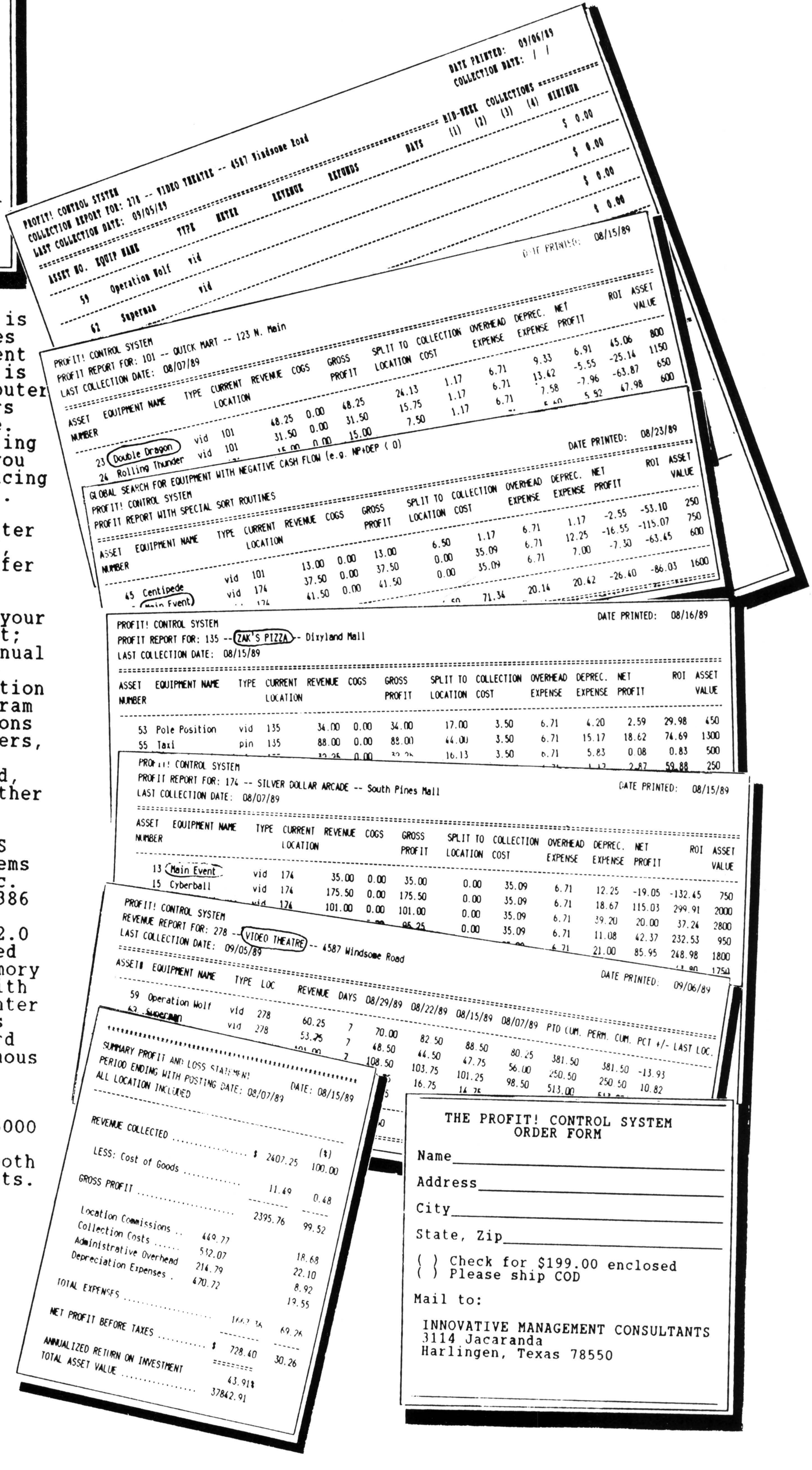
The PROFIT! CONTROL SYSTEM is computer software that takes control of all your amusement or vending equipment. Here is software for your microcomputer that calculates and delivers profits to your bottom line. It is not a general accounting package; its a system for you if you manage revenue-producing equipment (arcade or route). It makes every machine and every location a profit center and focuses on profits, ROI, collection histories, transfer dates, and meter readings.

And getting the answers to your questions is no great effort; our 70+ page instruction manual explains THE PROFIT CONTROL SYSTEM in detail. Installation is quick and using the program is easy. Entering collections is simple; equipment transfers, different token rates, and minimums are no problem. And, you never have to write another collection ticket by hand.

Here are the details. MS/DOS compatible for popular systems like IBM, Compaq, Tandy, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirement: Minimum 256k with two disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print, continuous paper feed recommended. Equipment Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Disk Format: All orders include both 3-1/2" and 5-1/4" disk formats.

HOW TO ORDER

Call (512)425-1918 to place your order. Give your name, address, and telephone number and we'll ship COD, or FAX your order to our FAX number (512)423-6661 and we will ship COD. You may also mail the order form along with your check for $195.00 plus $4.00 postage ($199.00)



```
PROFIT! CONTROL SYSTEM                                                  DATE PRINTED:  09/06/89
COLLECTION REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road       COLLECTION DATE:  / /
LAST COLLECTION DATE:  09/05/89
=====================================================================  MID-WEEK COLLECTIONS ==========
ASSET NO.  EQUIP NAME       TYPE   METER   REVENUE   REFUNDS   DAYS   (1)   (2)   (3)   (4)   MINIMUM
-------------------------------------------------------------------------------------------------------
   59    Operation Wolf     vid                                                               $ 0.00
-------------------------------------------------------------------------------------------------------
   62    Superman           vid                                                               $ 0.00
-------------------------------------------------------------------------------------------------------
                                                                                              $ 0.00
-------------------------------------------------------------------------------------------------------
                                                                                              $ 0.00
```

```
                                                                                     DATE PRINTED:  08/15/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 101 -- QUICK MART -- 123 N. Main
LAST COLLECTION DATE:  08/07/89
=============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET     ROI   ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT        VALUE
-------------------------------------------------------------------------------------------------------------
 23 Double Dragon         vid   101        48.25   0.00   48.25   24.13     1.17       6.71     9.33     6.91   45.06  800
 26 Rolling Thunder       vid   101        31.50   0.00   31.50   15.75     1.17       6.71    13.42    -5.55  -25.14  1150
                                           15.00   0.00   15.00    7.50     1.17       6.71     7.58    -7.96  -63.87  650
                                                                                                         5.52   47.98  600
```

```
GLOBAL SEARCH FOR EQUIPMENT WITH NEGATIVE CASH FLOW (e.g. NP+DEP ( 0)                 DATE PRINTED:  08/23/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT WITH SPECIAL SORT ROUTINES
=============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET      ROI     ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT           VALUE
-------------------------------------------------------------------------------------------------------------
 45 Centipede             vid   101        13.00   0.00   13.00    6.50     1.17       6.71     1.17     -2.55   -53.10  250
    Main Event            vid   174        37.50   0.00   37.50    0.00    35.09       6.71    12.25    -16.55  -115.07 750
                                174        41.50   0.00   41.50    0.00    35.09       6.71     7.00     -7.30   -63.45  600
                                                                           71.34      20.14    20.62    -26.40  -86.03  1600
```

```
PROFIT! CONTROL SYSTEM                                                              DATE PRINTED:  08/16/89
PROFIT REPORT FOR: 135 -- ZAK'S PIZZA -- Dixyland Mall
LAST COLLECTION DATE:  08/15/89
=============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET     ROI    ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT         VALUE
-------------------------------------------------------------------------------------------------------------
 53 Pole Position         vid   135        34.00   0.00   34.00   17.00     3.50       6.71     4.20     2.59   29.98  450
 55 Taxi                  pin   135        88.00   0.00   88.00   44.00     3.50       6.71    15.17    18.62   74.69  1300
                                                   0.00           16.13     3.50       6.71     5.83     0.08    0.83  500
                                                                                                         2.87   59.88  250
```

```
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 174 -- SILVER DOLLAR ARCADE -- South Pines Mall                  DATE PRINTED:  08/15/89
LAST COLLECTION DATE:  08/07/89
=============================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION OVERHEAD DEPREC.  NET      ROI      ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST       EXPENSE  EXPENSE  PROFIT            VALUE
-------------------------------------------------------------------------------------------------------------
 13 Main Event            vid   174        35.00   0.00   35.00    0.00    35.09       6.71    12.25    -19.05   -132.45  750
 15 Cyberball             vid   174       175.50   0.00  175.50    0.00    35.09       6.71    18.67    115.03    299.91  2000
                          vid   174       101.00   0.00  101.00    0.00    35.09       6.71    39.20     20.00     37.24  2800
                                                          95.25    0.00    35.09       6.71    11.08     42.37    232.53  950
                                                                                       6.71    21.00     85.95    248.98  1800
                                                                                                                          1750
```

```
PROFIT! CONTROL SYSTEM
REVENUE REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE:  09/05/89
=============================================================================================================
ASSET#  EQUIPMENT NAME    TYPE  LOC    REVENUE  DAYS  08/29/89  08/22/89  08/15/89  08/07/89  PTD CUM.  PERM. CUM.  PCT +/- LAST LOC.
-------------------------------------------------------------------------------------------------------------
 59 Operation Wolf        vid   278     60.25    7     70.00     82.50     88.50     80.25    381.50    381.50      -13.93
 62 Superman              vid   278     53.75    7     48.50     44.50     47.75     56.00    250.50    250.50       10.82
                                       101.00    7    108.50    103.75    101.25     98.50    513.00
                                                                 16.75     14.75
```

```
*********************************************************************
SUMMARY PROFIT AND LOSS STATEMENT
PERIOD ENDING WITH POSTING DATE: 08/07/89              DATE: 08/15/89
ALL LOCATION INCLUDED
---------------------------------------------------------------------

REVENUE COLLECTED ......................... $  2407.25     (%)
                                                          100.00
LESS: Cost of Goods .............                11.49
                                                            0.48
GROSS PROFIT ....................                --------  ------
                                                 2395.76   99.52
  Location Commissions ..        449.77
  Collection Costs ......        532.07                     18.68
  Administrative Overhead        214.79                     22.10
  Depreciation Expenses .        470.72                      8.92
                                                            19.55
TOTAL EXPENSES ......................            1667.36
                                                            69.26
NET PROFIT BEFORE TAXES ...........           --------  ------
                                            $   728.40      30.26
ANNUALIZED RETURN ON INVESTMENT                =========
TOTAL ASSET VALUE ..............                  43.91%
                                                37842.91
```

THE PROFIT! CONTROL SYSTEM
ORDER FORM

Name____

Address______________________________________

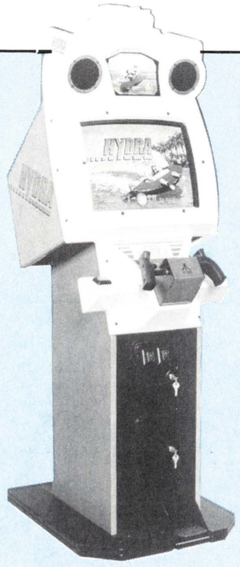
City____

State, Zip___________________________________

( ) Check for $199.00 enclosed
( ) Please ship COD

Mail to:

INNOVATIVE MANAGEMENT CONSULTANTS
3114 Jacaranda
Harlingen, Texas 78550



Hydra

Atari debuts its newest dedicated video with *Hydra*, an action-packed driving/flying/shooting game in a mini-upright cabinet.

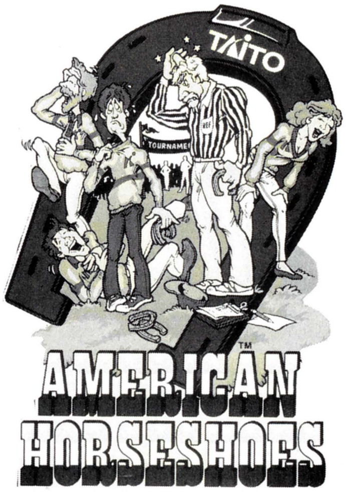
The player becomes the main character, code name Hydra (a courier for hire), a specialist who delivers cargo to remote locations with his customized boat, the hydracraft. World powers seek him out for dangerous assignments. Hydra's toughest competitor, the Shadow, is always on his tail.

Game controls include an accelerator pedal, boost buttons to launch the hydracraft into the air, and Atari's custom flight controller. Players can start on novice (mission one), intermediate (mission three), or advanced (mission five). Added game difficulty selection options are available to the player after completing levels three and five. Extra fuel, weapons, and points are awarded for selecting more challenging levels of play.

Nine different missions await the player, each with a number of sectors. The player must avoid and shoot enemy patrols while picking up fuel and boost crystals along the way.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750; FAX (408) 434-3776.

American Horseshoes



The classic game of horseshoes comes to the video screen in Taito's *American Horseshoes*, a one- to four-player vertical kit with nine rounds of play. The game adapts to cocktail cabinets as well as uprights.

In *American Horseshoes*, players choose from one of four characters. They select the grip and throwing angle of each pitch; there are two pitches in each inning. Points are earned by successfully pitching horseshoes to the stake. A "ringer" is worth three points, a "touch" is worth two points; a pitch within the stake area is worth one point. Sideline characters react in a humorous fashion when a wild pitch is thrown.

Each player's score is shown throughout the game at the top of the screen. At the end of three innings, players may continue by inserting more coins. The game uses a trackball to determine the distance of each pitch.

For more information, or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

Vegas

Gottlieb
VEGAS
VEGAS
Gottlieb

Premier Technology introduces *Vegas*, the second Gottlieb pinball machine in the SL Line. Players will be attracted to the flashy, bright pink cabinet and the chance to try their luck in a Las Vegas casino in different gaming areas, from slot machine to poker table.

Completing the three jokers lights the select-a-feature, where the player chooses a game mode. Light the five consecutive cards feature to set up the extra ball slot; make consecutive shots on the dice high-roller feature and build up to one million points.

Players can also go for the super jackpot worth up to 50 million points, an industry first. Change the cards on the all-new LEDS Electronic Roto Unit.

The game has been priced reasonably and designed for a minimum of service problems and no ball hang-ups.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (708) 350-0400; FAX (708) 350-1097.

Have your own copy of **Play Meter** Magazine delivered to your home or office. Call **(504) 488-7003** to start your subscription **today.**

PLAY METER Magazine

Yes! I want to receive every issue of Play Meter. Please enter my subscription as shown below:

☐ Mr. ☐ Ms. Name ____________________
Street ____________________
City ____________________ State ____________
Zip ____________ Telephone ____________
Signature ____________________ Date ____________
Title ____________________
Company ____________________

☐ Payment Enclosed ☐ Bill me
Charge my: ☐ Visa ☐ MasterCard
Card No. ____________________ Card Exp. Date ____________

		USA	*Canada	*Foreign
☐ New	☐ 1 yr.	$50.00	$50.00	150.00
☐ Renewal	☐ 2 yrs	90.00	90.00	
	☐ 3 yrs.	120.00		

*Payable in U.S. currency only

Check One:
- ☐ Manufacturer
- ☐ Distributor
- ☐ Route Operator
- ☐ Arcade Operator
- ☐ Support & Supply
- ☐ Technician
- ☐ Other

Please specify:
____
____

PLAY METER Magazine

Yes! I want to receive every issue of Play Meter. Please enter my subscription as shown below:

☐ Mr. ☐ Ms. Name ____________________
Street ____________________
City ____________________ State ____________
Zip ____________ Telephone ____________
Signature ____________________ Date ____________
Title ____________________
Company ____________________

☐ Payment Enclosed ☐ Bill me
Charge my: ☐ Visa ☐ MasterCard
Card No. ____________________ Card Exp. Date ____________

		USA	*Canada	*Foreign
☐ New	☐ 1 yr.	$50.00	$50.00	150.00
☐ Renewal	☐ 2 yrs	90.00	90.00	
	☐ 3 yrs.	120.00		

*Payable in U.S. currency only

Check One:
- ☐ Manufacturer
- ☐ Distributor
- ☐ Route Operator
- ☐ Arcade Operator
- ☐ Support & Supply
- ☐ Technician
- ☐ Other

Please specify:
____
____

Have your own copy of **Play Meter** Magazine delivered to your home or office. Call **(504) 488-7003** to start your subscription **today.**

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER Magazine
P.O. Box 24970
New Orleans, LA 70184-9988

PLAY METER Magazine

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

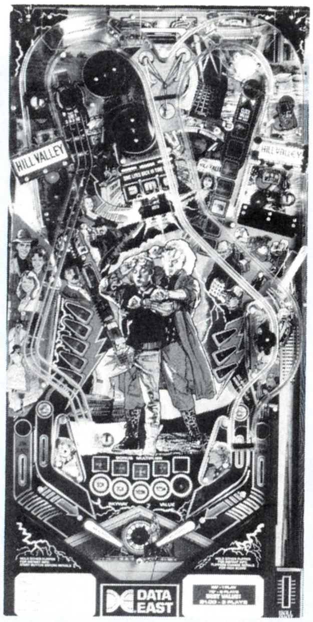
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER Magazine
P.O. Box 24970
New Orleans, LA 70184-9988

PLAY METER Magazine



Back to the Future

Data East capitalizes on the popular "Back to the Future" movie trilogy with the release of its new *Back to the Future* pinball game.

New features abound, from the twin jackpots to the long flowing ramps. Of special interest is the Data East exclusive Quick Lock. With this new head-locking system, operators will no longer have to remove the backglass and bolt down the head of the game. The Quick Lock System is a heavy-duty, self-seating industrial latch that allows the operator to lock the backbox into place with a single twist of a factory-supplied Allen wrench.

The game also has Tech-Chec, a system of warning lights on the front of the cabinet. When a green lights comes on the game requires cleaning; a red light means there is a major game failure.

In the sound department, the game has a tuned bass ported stereo system with all-new steel speaker housing, super whap knocker, "generation two" solid-state flippers, and a new bottom arch.

For more information, or distributor referral, write Data East Pinball Inc., 1990 Janice Ave., Melrose Park, IL 60160; (800) 542-5377 or (312) 345-7700; FAX (312) 345-7718.

Balloon Stuffing Machine

P.M.I. Toys & Novelties now offers a unique promotional item, the *Stuff-It-Time* balloon stuffing machine. The unit is available in six colors: blue, green, black, yellow, mauve, and red.

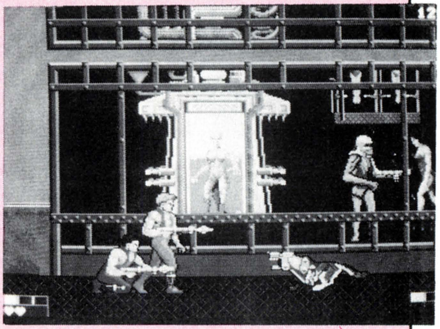
Each machine includes a work tray, ribbon holder, lid/work table, air inflator hose, and flower stuffer attachments. The *Stuff-It-Time* starter kit comes with all the materials needed to prep balloons, plus the following supplies: two gross of 11-inch clear balloons, two gross of 16-inch clear balloons, 90 decorative balloons, 100 balloon stands, 12 500-yard spools of curling ribbon on assorted colors, six 10-ounce bags of shred, one gross of balloon clips, one bottle of Balloon Slick, and 50 water picks.

Stuff-It-Time rides on casters for easy portability and has a 15-foot cord and floor pedal control. The vacuum chamber is made of clear acrylic material; it doubles as storage space when the unit is moved.

Most items, from plush prizes to flowers and champagne bottles, can be placed inside the balloon with this unique machine. Distributorships are available.

For more information, call P.M.I. Toys & Novelties, 4310 Tejasco, San Antonio, TX 78218; (800) 562-5266 or (512) 829-4666; FAX (512) 824-6565.

Thunderjaws



Atari Games introduces *Thunderjaws*, a universal horizontal kit that converts both 19- and 25-inch monitor video games. Above ground and underwater action takes players on a mission to stop the beautiful but insane Madame Q from destroying the world.

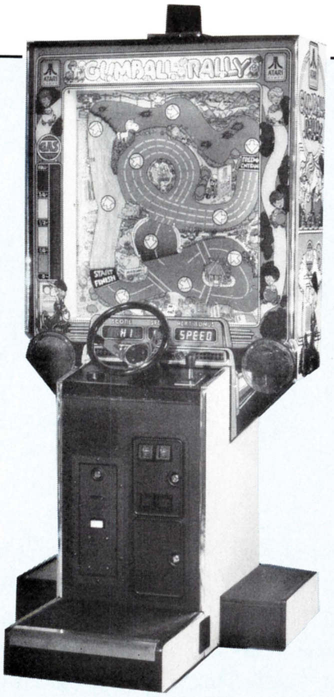
The game's dual format offers variety in player interaction with special fighting moves while swimming underwater, and different hand-to-hand fighting fighting and shooting actions while walking in the surface mode.

In *Thunderjaws*, players portray members of an underwater special forces unit that must infiltrate Madame Q's underwater city headquarters. Her army of mutated humans and bionic warriors block the way. Other obstacles to overcome include cybernetic sharks and lava lords among the heinous creatures under her command.

Action takes place on oil drilling platforms, in underground volcanos, through a toxic waste dump, in a thermonuclear plant, and other dangerous areas.

One or two players can join in at any time with buy-in and game continuation features. Controls include one eight-way joystick and two buttons per player for fire/attack and jump.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750; FAX (408) 434-3776.



Gumball Rally

Atari Games enters the redemption market with the introduction of *Gumball Rally*, a one-player driving game that features actual miniature cars on a road course of turns, twists, and hairpin curves.

The object of the game is to drive as far as possible before the fuel runs out. Each lap completed refills the gas tank; keeping the car on the road builds momentum and faster speed. There's fun in driving off the road and bumping into barnyard characters and animals.

Gumball Rally comes in a compact upright cabinet full of colorful animated graphics. Player controls include a steering wheel and high/low shifter. A U.S. model ticket dispenser is included, as well as an attraction beacon, real horn, and step stool for youngsters.

Among the operator features are: adjustable ticket payout level, ticket enable/disable option, adjustable fuel rate/play time level, and full diagnostic self test.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700; FAX (408) 434-3776.

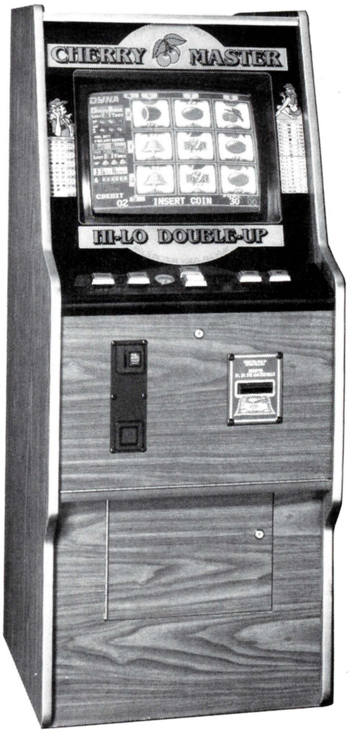
Cherry Master

Atlantic & Pacific unveils one of eight new game machines with *Cherry Master*, an upright video housed in a woodgrain cabinet.

Cherry Master and its new sister machines are designed along the lines of the company's successful *Lucky 8-Line* game. The other newcomers are: *Amazing Bells, Super Bells, Farlong, All Ghosts, Joker Lines, Bar Lines*, and *All Lines*.

Each new game features intriguing sound, vivid graphics, a big screen, and sturdy cabinet with bill acceptor standard. These games are designed *for amusement only*.

For more information, write Atlantic & Pacific Amusement Corp., 1428 N. Broad St., Hillside, NJ 07205; (800) 327-6076 or (201) 926-0700; FAX (201) 926-3512.



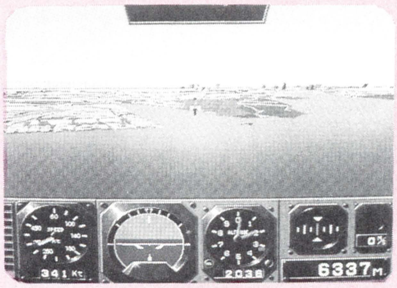
Top Landing

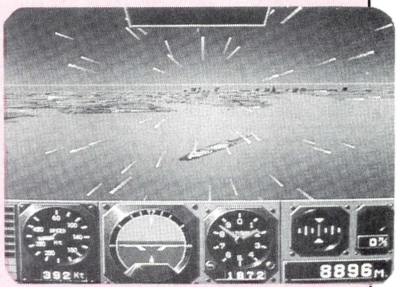
Taito introduces a dedicated, sit-down flight simulator with *Top Landing*, a video that tests a player's takeoff, flying, and landing skills.

Top Landing offers the player a choice of eight airports: Tokyo, Osaka, Fukuoka, Washington, Sydney, Rio de Janeiro, Paris, and San Francisco. Flying tips and weather conditions are displayed on the information panel. Points are awarded based on takeoff and landing performance.

As a round progresses there are changes in wind direction, starting position, and wind velocity. Players must watch the altimeter, inclination meter, indication meter, and wind velocity meter to execute a good landing.

When a landing is completed successfully the airport selection screen reappears. Completed landings at all eight airports spell the end of the game. The game also ends if the player fails to land the plane.





For more information, or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

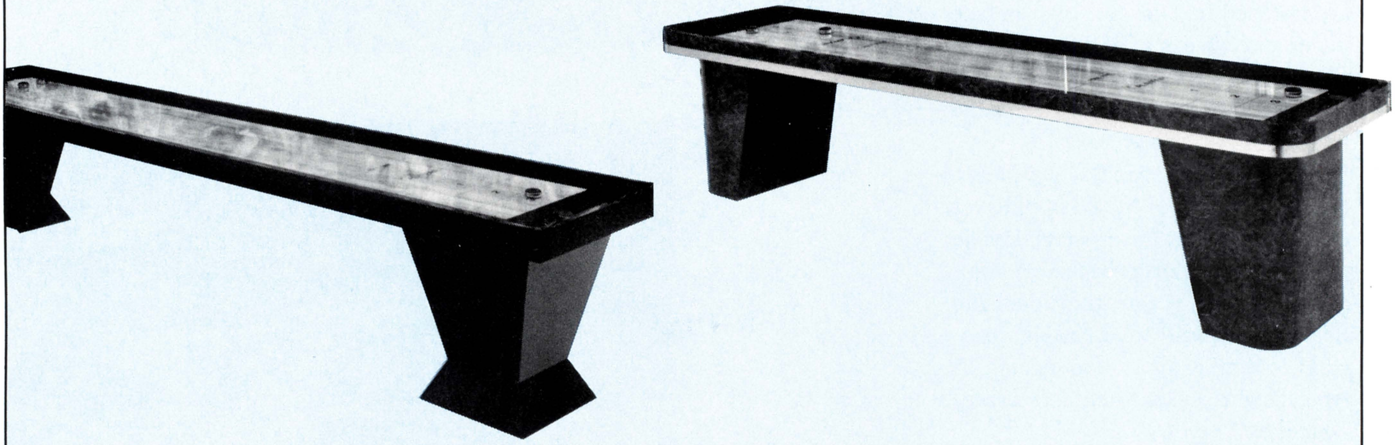
Signature Series Shuffleboards

Playfair Shuffleboard introduces the new Signature Series of handcrafted tabletop shuffleboards for the private sector. The new models are the *Quick Silver* and the *Ultra Glide*.

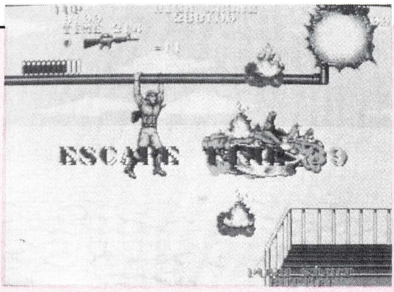
The *Quick Silver* has angular pedestals enhanced with an ebony laminate veneer. Protective corner pieces add texture and visual definition. The *Ultra Glide* has a burled agate laminate and burnished brass accents.

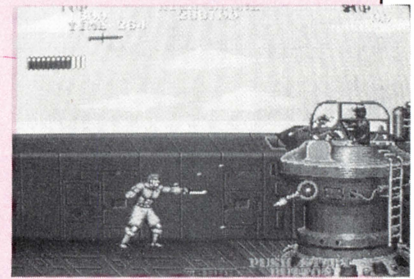
Both models are available in 13-1/2 foot and 10-1/2 foot sizes. Both feature solid hardwood maple playing surfaces, durable polyurethane finishes, silk-screened graphics, carpeted alleys, and performance pedestal levelers.

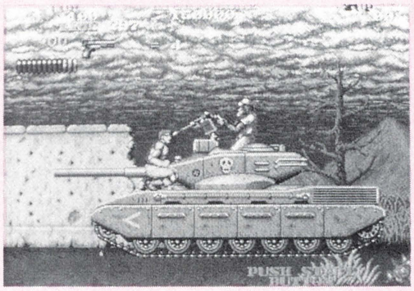
For more information, or distributor referral, write Playfair Shuffleboard Co. Inc., 7021 Bluffton Road, Fort Wayne, IN 46809; (800) 541-3743; FAX (219) 747-0470.

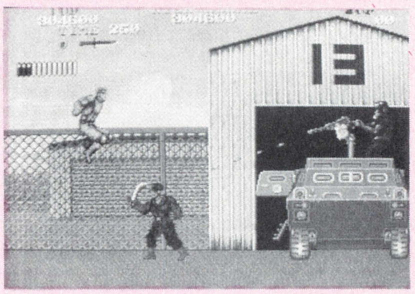


Thunder Fox









Players become part of an anti-terrorist unit in Taito's two-player horizontal kit, *Thunder Fox*, and fight their way through five challenging stages.

Each of the five stages has a vehicle to assist the player in battling enemies; weapons appear when enemies are defeated and boxes are destroyed. The action scenes are: battlefield, air fortress, aircraft carrier, jungle/mines, and the enemy's home base.

Players make use of deadly flying kicks and punishing somersault attacks. Weapons include hand guns, machine guns, bazookas, hand grenades, and flame throwers. The final conflict pits each player against the other.

Controls include an eight-way joystick and three action buttons for each player. The game features a continue play option.

For more information, or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

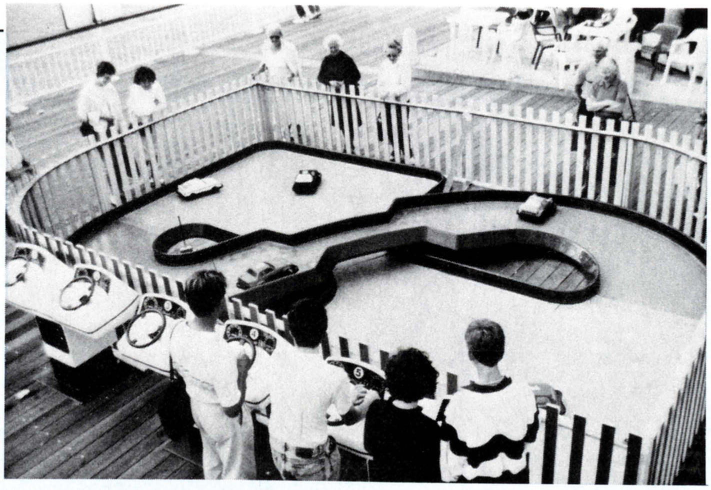
Radio-controlled boats and cars

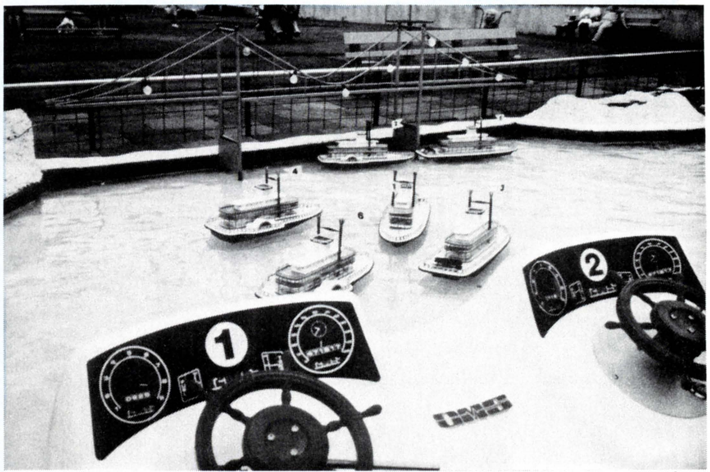
Leisuretime Consultants announces a new line of radio-controlled boats and cars complete with a fiberglass prefabricated track system.

The system provides from four to 24 player positions configured in attractive, durable two-player fiberglass consoles. Steering and directional controls are fastened into the consoles on face plates and can easily be removed. All electronic connections use ribbon cable and the coin mechs are mounted on the front door for easy access.

Boats measure 39 inches long and are detailed replicas of Mississippi River paddleboats. Cars are one-eighth scale and many are sporty models. A complete site package includes the fiberglass track, fly over bridge, roadways, ramming areas, and fencing. A typical eight-car setup requires an area 16 feet by 22 feet.

For more information, or distributor referral, write Leisuretime Consultants Inc., P.O. Box 17085, Fort Lauderdale, FL 33319; (305) 973-9342; FAX (305) 752-1576.

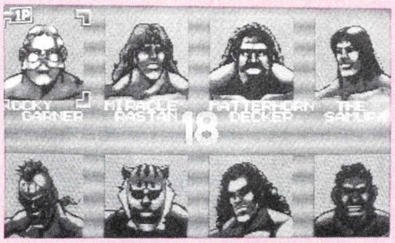


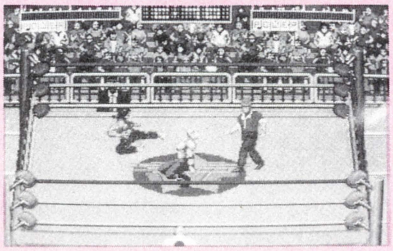


Champion Wrestler

Two players can compete against each other in Taito's *Champion Wrestler*, a two-player horizontal kit with tag team capability.

In *Champion Wrestler*, players choose from among eight tough fighters: Rocky Garner, Bloody Cobra Joe, The Samurai, Black Machine, Miracle Rastan, Matterhorn Decker, Jimmy Carbon, and Nitro Bankus. They test their fighting skills in the ring, using eight-way joysticks and two buttons.





Just as in the "real" wrestling world, players may fight outside the ring and attack with chairs, sticks, and bamboo swords. Attacks from the corner posts are also possible as fighters fly through the air at their opponent. Players must win all eight rounds to become the champion.

For more information, or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

"Mr. Cue" Chalk Bar

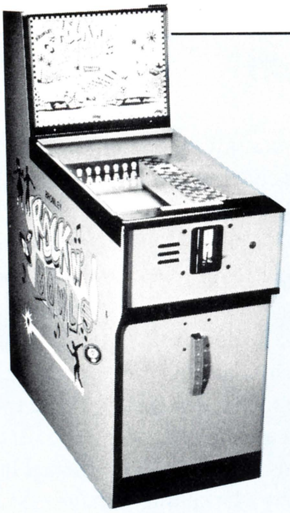
Mr. Cue has developed a small but ingenious method of supplying pool chalk conveniently and economically.

With the new *Mr. Cue Chalk Bar* operators can cut back on costly service calls, save on chalk consumption, clean up the mess of broken chalk, and make it easy for players to "cue up."

The *Mr. Cue Chalk Bar* measures 4-1/2 inches by 1-1/2 inches. One is attached at each end of the pool table and becomes a permanent fixture. The item is tilted at a 20 degree angle so the chalk is facing up. It is affixed from the side using an Allen wrench (included) at the bottom, where it is not visible.

Each *Mr. Cue Chalk Bar* holds four chalks; refills are made from the side. The manufacturer estimates the chalk to last two months in even the busiest location.

For more information, call Mr. Cue Inc., Route 1, Box 247, Gray Court, SC 29645; (803) 575-2800.



Rock-N-Bowl

Bromley Inc. offers an "operator friendly" redemption piece with *Rock-N-Bowl*, a fast bowling-themed game that awards tickets for skillful play.

The game is housed in a bright turquoise cabinet constructed of plywood with solid-state electronics and a Deltronic ticket dispenser included. An indicator light on the front of the cabinet tells the operator if the game is low on tickets.

Rock-N-Bowl features four different pin values that can be changed by simply replacing the marquee over the pins with the value the locations wants. Operators can fine-tune the difficulty level on each pin by adjusting its width.

Players are challenged to skillfully aim the coin shooter at the desired bowling pin at the end of the playfield (each pin has a different value). Pins that are easy to hit award a low number of tickets; pins that are hard to hit award as many as 100 tickets on one coin.

The player inserts the coin, which "magically" rolls on its edge to the end of the playfield. A win is scored if the pin is struck; a gutter is called if the pin is missed.

For more information, contact your local distributor or call Frank and Joe Bundra (708) 705-5991; FAX (312) 509-9508.

Turbination

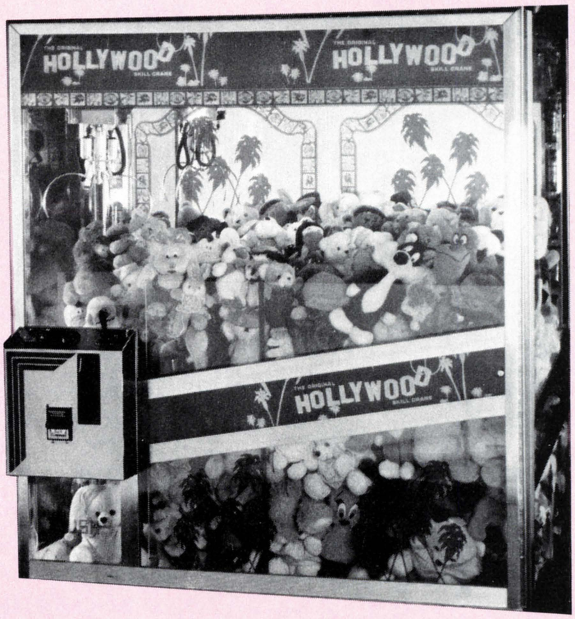
The Hollywood Group introduces the *Jumbo Turbination*, a new generation in crane games.

Features include the Hyperclaw, a patented highly maneuverable giant four-fingered claw that spins; extra large plush size capability (plus storage for same); illuminated redemption box; plush counters; factory credit display; and one-year warranty on all parts manufactured by Hollywood.

Jumbo Turbination is available in blue or red. One key opens the complete machine for easy servicing. A tamper-proof redemption chute means no stolen toys.

Options include a dollar bill acceptor and stacker and a flash package of police light, blinking strobe lights, rope lights, and more.

For more information, or distributor referral, write The Hollywood Group, 8044 Lankershim Blvd., North Hollywood, CA 91605; (800) 966-6517 or (818) 767-0981; FAX (818) 767-5984.



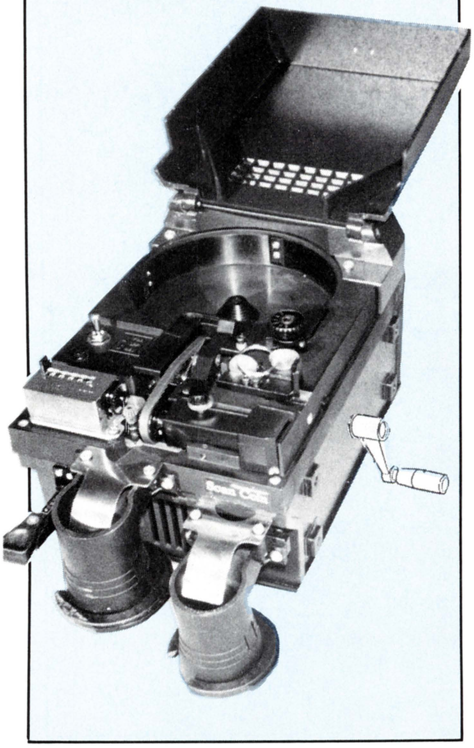
Coin counter

ABC Coin Sorting & Counting Co. has added a new feature to its SC-26 Quik-Sort Counter/Sorter. The machine, formerly electrical only, now comes with a hand crank. Operators can sort and count their coins and conventional-sized tokens at locations where an electrical outlet is not available.

Model SC-26 counts and wraps the largest coin first. At the same time it sorts all other coins out of the sorting chute. Other features include two simple, automatic settings; an anti-jamming switch; and batching control with stops at 20/25/40/50/100/200. For example, the machine will stop at every 40th coin to allow you to insert a new wrapper. It also counts and sorts from 1,000 to 1,800 coins per minute, depending on size.

The unit comes with four wrapping tubes (one-, five-, 10-, and 25-cent), two bagging chutes, and a small cup for sorted coins.

For more information, contact ABC Coin, 2839 Biscayne, Plano, TX 75075; (214) 596-1212.



Epoxy system

Master Bond Steel Master #43 HT is a new high-temperature resistant, steel-filled epoxy resin system that's ideal for the repair and resealing of worn or damaged metal components. It's been specially formulated to cure readily at ambient temperatures with a non-critical, five-to-one mix ratio by weight. There is virtually no shrinkage.

This product develops exceptionally high strength properties, including compressive strengths in excess of 16,000 psi and a tensile strength in the order of 11,000 psi. It develops a bonding strength of 2,500 to 3,000 psi to steel, aluminum, and other metals, as well as concrete, ceramics, woods, and many plastics.

#43 HT has been successfully used for the repair of worn and scoured shafts, bearings housings, pump parts, valves, heater exchangers, keyways, rams, and many other metal components. The hardened product is an electrical insulator.

For more information, contact James Brenner, Marketing Manager, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

New joystick

To meet the demands for arcade-quality joysticks for computer systems (IBM-PC, XT, AT, and compatibles), Happ Controls Inc. has unveiled its new IBM joystick. It includes a special interface card in the package.

This product, Model #90-1333, is individually boxed in a multi-colored, eye-catching box. It is designed with a colorful, translucent blue base, large chrome steel shaft, and two extra-large microswitch fire buttons—which allow for left- and right-hand dual control. Additional features include a three-way slide switch to select auto-fire, slow motion, or neutral modes.

The price is a suggested $49.95 retail.

For more information, contact Happ Controls Inc., 106 Garlisch, Elk Grove, IL 60007; (708) 593-6130; FAX (708) 593-6137.

JAMMA test card

Revision "C" has begun on Star*Tech Journal's third run of the JAMMA test card. It now has an easier-to-read display and condensed operating instructions included on the back. The test card checks out an entire video game wiring system before you plug in a new logic board.

The "$44 insurance policy" protects $1,000-game boards by inspecting the following inputs/outputs: power supply voltages within tolerance, audio lines, video lines, one- and two-player switches, slam switches, coin switches, and test switches. Virtually every input and output to the PCB is checked and visually indicated on the device.

The test card is ideal for use after game conversions, power supply substitution, harness replacement, initial cabinet wiring, and control panel troubleshooting.

For more information, contact Star*Tech Journal, P.O. Box 1065, Merchantville, NJ 08109; (609) 662-1080; FAX (609) 662-0537.

Truck tops

GEM Top has added to its family of cab-high Signature Series steel pickup truck tops. A new top is now available for 1990 Mazda standard cab and cab-plus pickup trucks.

The angled windows and forward-sloping rear door of the Signature Series top adds a futuristic touch to the look of the Mazda pickup. Among the standard features are self-locking slam latches; a polyurethane, foam-insulated roof; gas-operated door props; curved, grey-tinted windows and black window; and door frames. Mazda Signature Series tops can be painted to the truck pain code according to DuPont's automotive paint formula.

For more information, contact GEM Top Mfg. Inc., 8811 S.E. Herbert Court, Clackamas, OR 97015; call Mike Warren at (615) 890-0770 for the eastern U.S., or Brad Kempton at (503) 659-3733 for the western U.S.

Data base

Users of the versatile Itex Corp. Page II Laser Foil printing system can now use it as a data base for mailing list labels, letters, printing invoices in duplicates and triplicates, and so on.

New software improvements also allow automatic numerical sequencing for multi-part forms, invoice purchase order numbering, mailing lists, etc. Users may begin and end their numerical sequencing with any number they choose. Further, the updated system expands profitability by adding data base-type services useful in invoicing, direct mail, personalized invitations and addressing, and the like.

The system is compact, preprogrammed, and fully computerized; it occupies only 20 square feet of space.

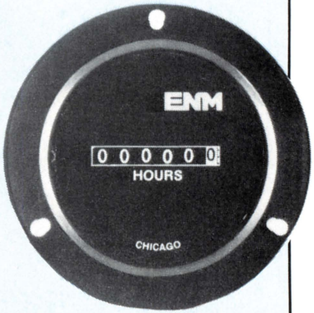
For more information, contact Itex Corp., 201 Chambers Brook Road, Branchburg, NJ 08876; (201) 707-1444; FAX (201) 704-1646.

Hour meter

The ENM Co. has introduced its Series T50 AC electronic analog hour meter. This reliable timer will absolutely not lose count. No internal battery is required. An electromechanical wheel-type indicator is used to store accumulated hours. ENM guarantees time data retention for 25 years.

The alternating current hour meter has low power consumption (less than 0.4 watts) and solid-state electronic drive circuitry. Quartz crystal provides accurate timing; all standard voltages are available. It operates on both 50 and 60 Hz.

The high-impact, tamperproof plastic case is totally sealed against moisture and dirt. Configurations include round three-hole bezel and round SAE bezel with a new push-on retaining ring. Custom face plates are available. Made in the United States, the list price is $16.



ENM
QUARTZ
HOURS
0 0 0 0 0 0
ELAPSED TIME
CHICAGO

For more information, contact ENM Co., 5617 Northwest Hwy., Chicago, IL 60646; (312) 775-8400. □

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

WE BUY & SELL USED PC BOARDS

Eldorado Products
14816 Main Street
Gardena, CA 90248

(213) 516-9522
FAX 213-516-7058

Call for Quotes

READERS/ADVERTISERS:

Please note that we do not solicit or knowingly accept advertising for Parallel PC Boards. However, we cannot screen every advertisement and advise buyers of used games to stay informed of the latest rulings. Ask questions before you buy!

PLAY METER MAGAZINE

— WANTED —
R.B.I.
VS Software
(916) 678-5189

WE SPECIALIZE IN POKER BOARD REPAIR

We also do all types of P.C. Board Repair!

Call Today:
Jay's Vending Service
Sales-Service-Parts
Distributors For Leading Coin Machine Factories!

•

North Point Village Shopping Center
4035-4037 North Point Blvd.
Baltimore, MD 21222
(301) 388-0993 (301) 388-1425
FAX (301) 477-3110

TECHNICAL INSTRUCTION

CLASS SCHEDULE

Chicago, IL	Sept. 17-22
New Orleans, LA	Oct. 29-Nov. 3

FOR FURTHER INFORMATION REGARDING VIDEOTAPES OR ARCADE SCHOOL CLASSES, CONTACT:

RANDY FROMM'S
ARCADE
SCHOOLS

7960 Culowee St. La Mesa, CA 92041
(619) 697-4035

VIDEOTAPES

Basic Electronics	$29.95
Semiconductors	$29.95
Power Supplies	$49.95
Raster Scan Monitors	$49.95
XY Monitors	$29.95
The Digital Multimeter	$29.95

This set of 6 instructional videotapes is the same as those I use during my popular Arcade School classes. The tapes cover a variety of subjects from basic electronics to repairing monitors and power supplies. These are not "home movies" but professionally produced, studio quality presentations filled with enormously useful information.

C.O.D. orders accepted over the phone.
Sorry, no credit card orders

CALL THE 'EXPERT'

Frank "The Crank" Seninsky
President

Alpha Omega
Sales
6 Sutton Place, Edison, NJ 08817
(201) 287-4990
FAX # (201) 287-3079

Special of the Month

100's of PCB's Available

Dynamite Duke	$495
Double Dragon II pcb	$295
E.S.W.A.T.	$695
Crime City	**$495**
Street Smart	**$495**

Basketballs-Basketballs

Gamemasters 2 Player	**$795**

SUPER "CRANK" SPECIALS

Combatrides u/r — $1895
Crime Fighter u/r — $995
Arch Rival's — $995
Super Off Road — $1895
Big Run — $1995
Super Monaco GP — $2195

"CRANK" SPECIALS:

Battle Shark	2495	G-Lock	2995	Rambo III u/r	1195
Beast Busters	3495	Golden Axe u/r	1295	S.C.I.	2595
Caliber 50	1495	Merc's	2395	Shadow Dancer	1295
Chase H.Q.	1895	MVP	1495	Sly Spy u/r	1295
Crime City	995	Narc	1895	Smash TV	2295
Cyberball	1995	Ninja Turtles	2595	Task Force u/r	895
DJ Boy u/r	995	Plotting u/r	695	Turbo Drive	2395
ESWAT u/r	1295	Power Drift	1795	WWF u/r	1495

VIDEO GAMES

Ameri-Darts	1495
Assault U/R	895
Bad Dude U/R	895
Blockout	995
Bottom of Ninth U/R	695
Buster Bros. U/R	1195
Continental Circuit U/R	1295
Crackdown	1495
Escape - Robots	1295
Gain Ground	995
Ninja Gaiden U/R	895
Ninja Warriors	1595
Operation Thunderbolt	1795
Operation Wolf	1395
Out Run	1895
PlayChoice 10	1495
Quarterback	995
RoadBlasters	1295
Rolling Thunder	995
Sky Adventure	595
Skull & Crossbones	695
Speedbuggy	1195
Street Smart	1295
Stun Runner	2995
Super Sprint	$1395
Team Quarterback	1795
Turbo Outrun mini	2395
Vindicators	1195
Volleyball U/R	695

PC BOARD & HEADER

Ikari III	495
Robo Cop	595
SlySpy	595
Cabal	495
Shinobi	395
P.O.W.	295
Terra Cresta	195
Arch Rivals	595
Super Contra	395
Contra	295
Escape - Robots	495
Golden Axe	695
WWF	895

PINBALLS

Bone Busters	1495
Cyclone	1695
Elvira	2295
Game Show	1895
High Speed	895
Jokerz	1595
Lights Camera Action	1895
Mousin' Around	1895
Playboy	1195
Phantom of Opera	2095
Police Force	1795
Pool Shark	1995
Robo Cop	1795
Silver Slugger	1895
Taxi	1695
Whirlwind	2095

REDEMPTION

NEW IN CRATE

Klondike - single pusher
Shoot-To-Win Basketballs
Toss 'Em Mini Skeeball
Skee Balls 10' & 13'

REDEMPTION GAMES

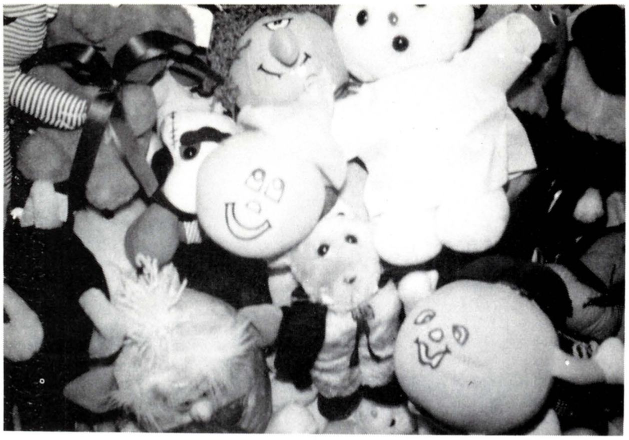
Reconditioned-Warranteed

Lotto Fun/Hopper	1195
Skill Dozer	1495
Single Big Choice	1495
Rowe BC-25MC	1895

NEW BASKETBALLS
NEW PUSHERS
NEW CRANES!

New Skeeball
Big Choice & Action Claw
Clean Sweep & Classic
Single, Super Single
and **Jumbos** Call
Jr. Basketballs - Dribbles
Shoot to Win Jr.
Bozo Basketball
Jackpot Rotary

ALL RECONDITIONED GAMES ARE GUARANTEED 60 DAYS



QUALITY PLUSH PRE-PACS™ 75¢

QUALITY PLUSH PRE-PACS™ $1.05

QUALITY PLUSH PRE-PACS™ $1.30

We are the only manufacturer of **Quality Plush Pre-Pacs,™** with Supreme quality at lowest prices and over night delivery. (We have all season of variations)

BMC® BEST MFG. CO.
1-800-962-4486
(414) 547-5051

MARS ELECTRONICS

BILL ACCEPTORS

$1 - $5 - $10 - $20

($1 & $5 ALSO AVAILABLE)

TEKBILT INC. IS A LARGE STOCKING DISTRIBUTOR

for Mars "Amusement & Games" Bill Acceptors.

TEKBILT is proud to announce it's official appointment as:

MARS ELECTRONICS international
Factory Authorized Service Center

- * Great Price - Great Service - Same day shipping!
- * Let the quantities we purchase save you money!
- * Distributor and OEM inquiries invited!

CALL US TOLL-FREE TODAY!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TEKBILT inc

Huntingdon Valley Industrial Center
3979 Mann Rd.
Huntingdon Valley, PA 19006
(215)322-3232
FAX (215)322-3238

1-800-666-7776

SOFT WARE
Vending
Music & Games

ALLSTAR MUSIC, INC.'s *"THE SILENT PARTNER"* COMPUTER SOFTWARE

Over 300 operators from coast-to-coast (& in 3 foreign countries!) are finding more time for family & friends because **THE SILENT PARTNER** is watching the cash! It keeps track of: where the machines are and where they've been; when you should move them; it gives you instant graphics on each location individually allowing you to compare this year to the previous 2 or 3 years. It gives you an instant line graph on each machine, letting you know at a glance whether the income for this machine is going up or down.

Dr. Smikun created this software using the time-tested methods and ideas of actual operators!

This software is menu-driven. The computer asks the questions . . . you touch the keys! Operators are using this program to manage their operations around the world!

SOFTWARE BY OPERATORS FOR OPERATORS!

CALL OR WRITE FOR FREE INFO:

THE SILENT PARTNER, INC.
3441 South Park • Springfield, Illinois 62704
(217) 793-3350 or FAX: 217-793-1842

Single user or Multi user

M & P AMUSEMENT

658 West Market St. • York, Pennsylvania 17405

(Phil)

(717) 848-1846

FAX # (717) 854-6801

(Terry)
(Mike)

SUPER SPECIALS

(Complete Games)

Betson Big Hitter Golf (w/ticket)	5995
Boller Roller (w/ticket)	795
Buggy Challenge (s/d)	895
ChopLifter (s/d)	450
Continental (s/d)	1595
Crime Fighter Kit	695
Doyle Batting Cage (w/ticket)	5995
Dwarf Den	850
Flip a Winner 3 pl.	1295
Frog Bog w/counter and money drop	CALL
Grayhound Basketball with dollar acceptor	1195
Goblet Toss w/counter and money drop	CALL
MC #35 Changer	2295
Nashville	1295
13" Philadelphia Skeeball (H) with sound and tickets	1595
Pixel #903	695
Pixel #905	895
Pop Gun w/counter and money drop	CALL
Rowe mc 25	1550
Single Cranes	895
Speed Buggy	995
Splash Down	2995
Stock Market	500
Superman Kit	795
Ticker Tape	500
Toki Kit	895
Tripleway Crane	1495
Wedges and Ledges 4 pl.	4995

PINBALLS FOR SALE

Comet	695
Earth Shaker	1995
Elvira	2095
F-14	550
Fire	850
Gold Wings Pin	595
Joker Z	1395
Millionaire	795
Mousin around	1595
Pinbot	945
Police Force	2150
Raven	495
Taxi	1395
Truck Stop	1095

WANTED

After Burner Sitdown
Galaxy Force (s/d)
Dixieland
Namco Four Trac (s/d)
Hard Drivin' (s/d)
Stun Runner (s/d)
Thunderblade (s/d)
Super Monaco (s/d)

MUSIC SPECIALS

Rockola 480	695
Rockola 484	750
Rockola 488	895
Rockola 488 w/dollar kit	995
Rockola 490	1195
Rockola 490 w/dollar kit	1345
Rowe Combo w/1-5	2995
Seeburgs	Call

DEDICATED P.C. BOARDS W/USED ACCESSORIES

Bad Dude	495
Contra	200
Escape from Planet of Robot Monsters	395
Forgotten World	595
Gauntlett II	150
Gondo Mania	200
Guerrilla War	200
Ikari Warrior	150
Karate Champ	100
Klax	695
Kung Fu Master	100
Main Event	150
Ninja Gaiden	495
POW	225
Rampage	150
Road Runner	50
Robo Cop	495
Sly Spy	595
Spy	495
yie Ar Kung Fu	100

VIDEOS FOR SALE

Afterburner (u/r)	1395
Alley Master	350
Alterbeast	695
Archrival	1295
Bad Dude	1195
Big Run	2695
Black Tiger	395
Blades of Steel	495
Boot Camp	495
Buggy Challenge	695
Championship Sprint	1295
Cheyenne Gun	425
Choplifter (s/d)	450
Continental Circuit	1295
Continental Circuit (s/d) 2D	1595
Cross Bow Gun	395
Double Dragon	725
Empire City	295
Enduro Racer (u/r)	850
Fire Trap	150
Forgotten World	995
Gauntlett II	695
Gimme A Break	850
Gunsmoke	325
Gyruss	225
Hang On	945
Heavy Barrel	750
Indiana Jones	695
Kajeki	395
Konami GT	895
Mania Challenge	195
Mat mania	175
1942 (s/d)	550
Narc	1795
Operation Wolf	1350
Paper Boy	845
Pole Position I	750
Pole Position 2	950
Quarterback	995
Rampage	550
Rastan	650
Ring King	295
Road Blaster	1295
Robo Cop (dedicated)	1045
Rough Ranger	295
Shinobi	895
720°	1495
Sky Shark	595
Spy Hunter	650
Spyhunter (s/d)	650
Spyhunter II	550
Super Basketball	295
Super Contra	695
Super Hang On (s/d)	1995
Super Hang On (u/r)	1395
Super Sprint	1395
Superman	895
Thunder Blade (u/r)	1295
Tiger Heli	395
Time Soldier	395
Toki	1295
Triv Quiz	195
Trojan	295
Turbo (u/r)	450
Turbo (s/d)	650
Vigilante	495
Vindicator	695
Wac Lemons	895
World Series	450
WWF Dedicated	1495
Xenophobe	395
Xybot	695

Great Lakes Dart Dist.

ANY AND ALL DARTS AND DART PARTS.

- COMPLETE SETS
- FLIGHTS
- SHAFTS
- BARRELS
- TIPS
- WALLETS, PINS, PATCHES, ETC.

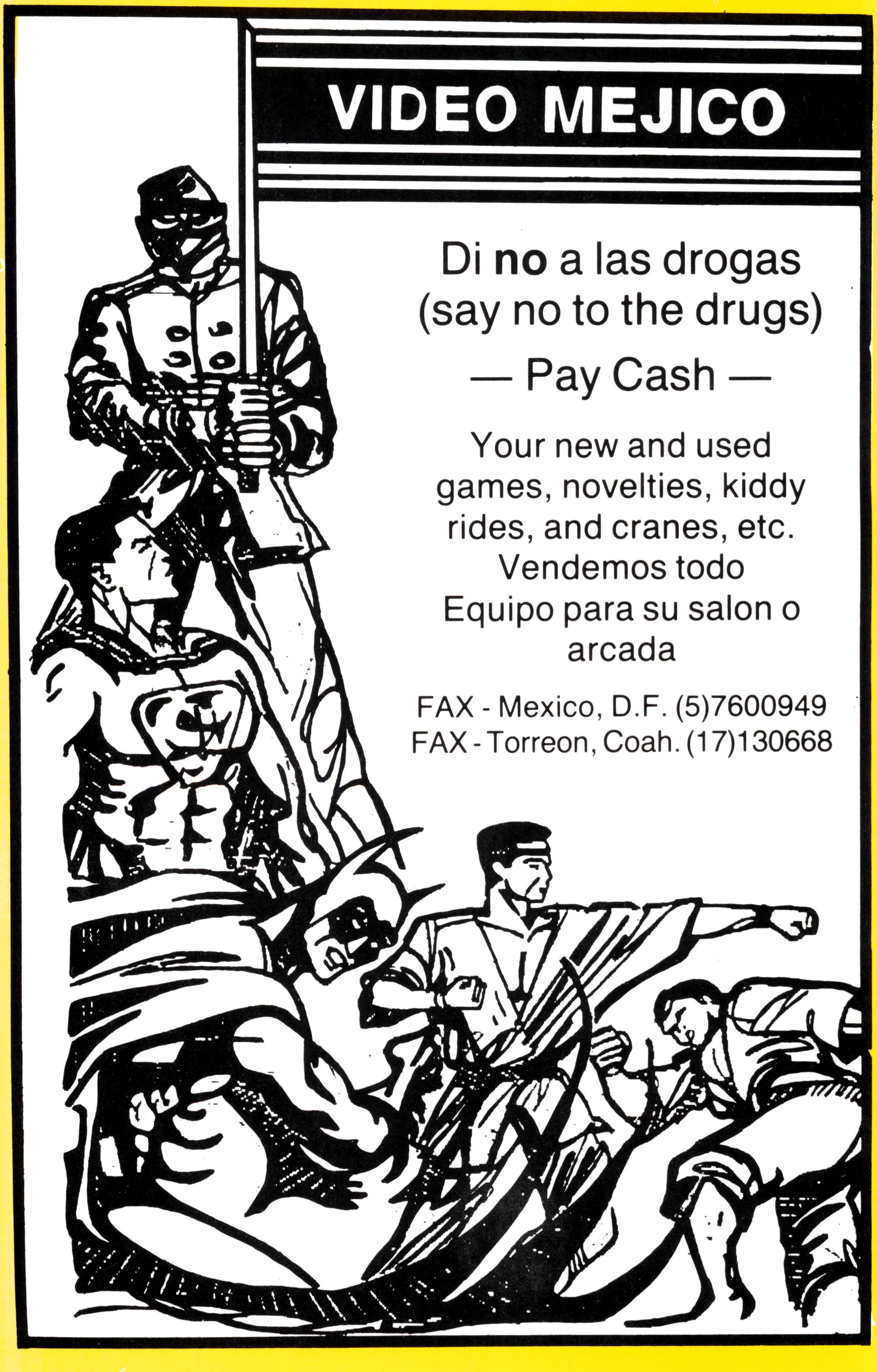
GREAT LAKES DARTS DISTRIBUTOR

4454 S 108th Street
Greenfield, Wisconsin 53228
In Wisconsin, 414-425-7287
Out of State 1-800-225-7593
FAX 414-425-2598

prizes!

Jumbo Merchandise

1-800-992-2388



VIDEO MEJICO

Di **no** a las drogas
(say no to the drugs)

— Pay Cash —

Your new and used games, novelties, kiddy rides, and cranes, etc.
Vendemos todo Equipo para su salon o arcada

FAX - Mexico, D.F. (5)7600949
FAX - Torreon, Coah. (17)130668

Duke Distributing

602 So. Main St.
Franklin, KY 42134
(502) 586-1663 • (502) 586-1773 (Also our Fax#)

Buy • Sell • Trade • We deliver 4 or more free

* This Months Specials *

Used Kivieras	950.00	Used Wild Ones	550.00
Used Omega Derringers	795.00	w/DBA	895.00
Used Electrosport Supers			565.00

* We're Trading *

$1150 and any one of the games listed below for **"Our Brand New Lucky 8 Line or 2 Jumbo 8 Line!!!** with your choice of EEI or Mars bill acceptors.

CRANES
Grayhound, Hollywood
Drews, Betson

POOL TABLES
Dynamos (Butcher Block & up)
Valley Cougars
UBI (Pecan Finish Only)
"All Sizes"

PLUSHERS
S&M, Silver Eagles,
Quarterflash, Showcase
Sharpshooter, Motherlode

POKERS
Rivieras, Kramer Riverboat
Kramer High Speed & Jackpot,
Grayhound 5 in 1's
Omegas, Drews, Turbos,
Light Cabinet GTI's

JUKEBOXES
Rowe R-84 and up
NSM Prestige II and up

FLIPPERS
Williams, Bally, Data East,
Premier 1984 and up

ELECTRONIC SHUFFLEBOWLERS
Williams

* Always Available *

Tommy Gates w/7'' extension (standard pick-up)	865.00
Coin Counters	350.00
12 amp power supplies	28.00
19'' monitors	235.00
Mars $1-5-10-20	333.00
EEI's $1-5-10-20	279.00
W-4 Lucky 8 Line Kits	500.00
W-4 Lucky 8 Line Boards	369.00
W-4 Lucky 8 Line Games	1775.00

"ASK FOR" SPECIALS:

FOR THESE PRICES, REFER TO THIS AD!

Free Mug!

WITH ALL $50 ORDERS

TUBES (New/Rebuilt)

13″ and 15″	$79.95 +
19″	99.95 +

CONVERSION ITEMS

P505 10Amp Power Supply	$34.95
P515 15Amp Power Supply	44.95
Joysticks (leaf Switch)	7.95
In lots of 10	6.95
Joysticks (Micro Switch)	8.95
In lots of 10	7.50
Rotary Joysticks	29.95
In lots of 10	26.95
Cherry Microswitches	1.25
In lots of 25	.99
Push Buttons (100 Mixed)	24.95
Micro Switch Push Buttons	1.95
L/25, 1.75 L/50, 1.65 L/100, 1.55	
Replacement Control Panels Specify game/hole pattern	12.50

OVERLAYS

Generic	$11.95
Mix or match: Rainbow, blue & silver, galaxy, pyramid, sunrise. In lots of (12)	9.95
Solid Colors: Blue, red, black & green	8.95
In lots of (12)	7.95

USED PARTS:

We have the largest selection of used PCBs in America! We buy and sell — Call us now for our up-to-date pricelist.

Complete Game Repair Service
Monitors, PCBs, Power Supplies, etc!
1-DAY TURNAROUND AVAILABLE!

OTHER ITEMS

Box of 1000 Quarter-wrappers	2.50
Bag of 1000 Wire Ties	12.50
Track Ball Roller Sets:	
For Centipede	5.95
For Millipede	6.95
Roller Bearings	2.45
Fans (3″ or 5″)	9.95
Multi-game Systems	
3-in-1	199.00
4-in-1	329.00
Arcade Analyzer for all types of monitors (List $495)	295.00

Eldorado Products, Ltd.
14816 Main Street
Gardena, California 90248

(213) 516-9522
FAX 213-516-7058

---

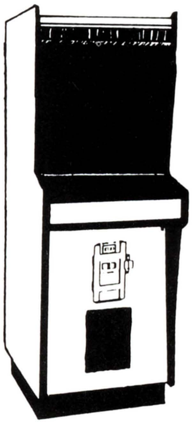
prizes!

Jumbo Merchandise

1-800-992-2388

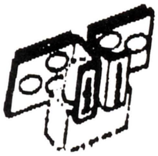
$AVE $AVE

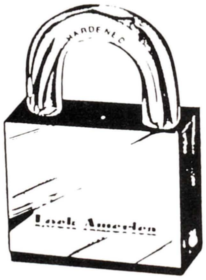
Buy all your locks keyed the same as the locks you are now using; "Abloy", "Ace", "Fort", "Wico", "American", "KD", "ESD", "Greenwald", "Baton", or any other manufacturer's similar type lock directly from our factory.

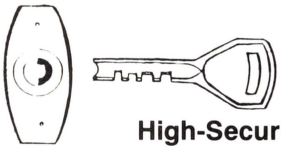


ALARMS for Vending and Amusement

From as low as $34.95

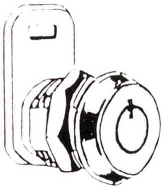




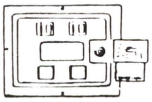


High-Security Cam Locks, Padlocks and T-Handle Locks At Prices You Normally Pay For Ordinary Locks!

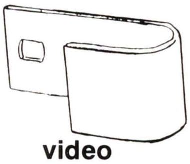
Your Money Is In This Machine — Don't Make It Easy For A Thief!



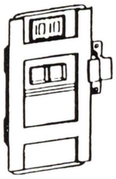
TUBULAR LOCKS



Coin Box Protection at a Reasonable Price



video game bar 697-G07



697-D19 Double Door Security Bars

GET $ECURITY & $AVE MONEY TOO!!!

LOCK AMERICA, INC.

1-800-422-2866 (national) **1-800-262-2866 (California)**

Mid-Atlantic States, call G&H Enterprises
1-800-448-2075 **1-301-732-4000**

The Game Exchange

CALL TOLL FREE
OUTSIDE OHIO
1-800-848-0110
IN OHIO
1-800-848-1514

We Save You Money

1590 Alum Creek Drive
P.O. Box 09598
Columbus, Ohio 43209-0598
(614) 258-2933
Fax (614) 258-2940

NEW KITS

Bloxeed (H)	$495
Champ Wrestler (H)	CALL
Combatribes (H)	CALL
Gate of Doom (H)	CALL
Hydra (H)	CALL
Snow Bros. (H)	SPECIAL
Thunder Jaws (H)	CALL
U.S. Classic Golf (V)	595

USED FACTORY KITS

Aliens (H)	CALL
Altered Beast (H)	$399
Badlands (H)	1095
Buster Bros. (H)	995
D. J. Boy (H)	795
Dynasty Wars (H)	595
ESWAT (H)	695
Gang Wars (H)	695
Golden Axe (H)	$895
Ikari III (H)	495
Midnight Resistance (H)	795
Ninja Gaiden (H)	695
Robo Cop (H)	495
Street Smart (H)	595
Tecmo Knight (H)	495
U.N. Squadron (H)	895

USED BOARDS

Altered Beast (H)	$299
Battlantis (V)	99
Burgertime (V)	99
Commando (V)	149
Contra (V)	199
Double Dragon (H)	399
Double Dribble (H)	99
Ghost Busters (H)	199
Great Swordsman (H)	99
Iron Horse (H)	$149
Jailbreak (H)	149
Rolling Thunder (H)	495
Rough Ranger (H)	199
Sky Adventure (V)	345
Ten Yard Fight (H)	99
Track & Field (H)	75
Vigilante (H)	245
Yie Ar Kung Fu (H)	99

Kit Pack—For Jamma compatible boards—includes Jamma harness, generic graphics, and controls—$60 with board purchase.

USED GAMES

Battle Shark (H)	CALL
Champion Wrestler	$1095
Contra	595
Cyberball 2072 (2P)	995
Devastators	595
Double Dragon	695
Guerilla War	895
Mania Challenge	299
P.O.W.	695
Road Blaster	1495
Robo Cop	795
Quarterback	995
Super Off Road	1995

USED PINBALLS

Fire	$1195
High Speed	995
Spring Break	995
Centaur	695
Barracora	595

WANTED

After Burner S/D
Hang On S/D
Out Run S/D
Power Drift S/D
Redemption Games
Kiddie Rides

FREE

12 Amp Power Supply

with purchase of
any new or used kit

Expires 8/31/90.
Not valid with any other specials.

OUTSIDE OHIO
1-800-848-0110

CALL TOLL FREE

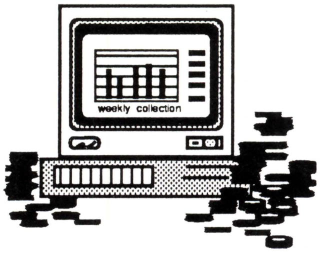
IN OHIO
1-800-848-1514

AUGUST 1990

Game ✱ Trak

Route Management Software for the IBM PC

- Machine location tracking
- Meter tracking
- Unlimited number of machines
- Income reports and graphs
- Game and location history
- Commission calculation
- Collection, move, & service forms
- Prize merchandise inventory
- Mailing labels, commission checks, 1099s
- Menu-driven, easy to use, fast data entry



$299.95

*640k & hard disk required

*30-day money-back guarantee

*Visa, Mastercard accepted

Automation Technology Research
1403 N. Batavia, Suite 203
Orange, CA 92667 (714) 744-1496

WANTED
BEST
OF THE
BEST

to be our

CHIEF GAME TECH

Earn **$24,000-$36,000**/yr.

Highest Salary For Qualified Technician

☆ Supervise Shop & Field Repairs for Video, Pinball & Redemption Games
☆ Get the Jobs In, Out & Right the First Time Around
☆ Respect the Games & Electronics
☆ Achieve Quality Repairs

FUN FACTORY #1 for Fun®

Send resume to:
Fun Factory, Inc.• 91-246 Oihana St.• Ewa Beach, HI 96707
or call Dave Palumbo • (808) 682-5767

August Kit Specials

American Technos
Block Out
450.00

WWF Complete Kit
845.00

American Technos
Block Out
and
V-Ball (2 or 4 pl.)
Board and Header
595.00

American Technos
Block Out
and
Double Dragon II
Board and Header
695.00

Buy two or more dedicated and we pay freight in the 48 states

Dedicated	
Assault	795
Blastroids	450
Double Dragon	700
Super Off Road	1895
Operation Wolf	795
P.O.W.	595
R-Type	550

Boards and Headers Only			
Bad Dudes	425	Shadow Dancer	600
Cabal	400	Strider	700
ESWAT	550	Terra Cresta	100
Golden Axe	700	Time Soldier	100
Ikari Warriors	150	Twin Cobra	425
P.O.W.	250	Twin Eagle	425
Robo Cop	550		

electro outlet

503-629-8347

Rt. 1, Box 871, Hillsboro, Oregon, 97123

FOR SALE

COIN-OP KIDDIE RIDES

½ the Price of New!
We have every make and brand available.
(You name it, weve got it!)

REDEMPTION GAMES

½ the Price of New!
We have every make and brand available.
Skee Balls - Hi Balls - Superballs
Whac-A-Mole - Sweet Licks - Knockdowns
Big Mouth - Boom Ball - Poker-Rinos
Bingo-Rinos - 21 - Tin Can Alley
Roll-downs - Bowler Rollers - Dip Bowlers
(You name it, we've got it!)

ARCADE NOVELTIES

½ the Price of New!
We have every make and brand available.
Arm Wrestlers - Punching Bags - Balloon Machines
Lovetesters - Egg Machines - Dollar Bill Changers
Quiz Machines - Kiddie Games of All Kinds
(You name it, We've got it!)

CONTRACT REFURBISHING

Save yourself a bundle of money!
Recycle and rebuild any equipment
to "like new".
(Call for specific quotes.)

REPLACEMENT PARTS

Save up to 75% off of new!
Large inventory for coin-op kiddierides parts only.

CARNIVAL RIDES

Save from 50% to 75%!
We deal in any make or model of ground
mounted rides like Carousels, Ferris Wheels,
Coasters, Bumper Cars etc., etc.

NEW CASINO EQUIPMENT

Monte Carlo Party Supplies

Blackjack - Bix Six - Triple Crown - Las Vegas Roulette
Under & Over - Riverboat Roundup - Casino Craps
Chuck-A-Luck - Ace-Duece-Jack - Modern Craps
Poke Dice - Crown & Anchor - E-Z Craps
Baccarat - Beat The Dealer
Poker Tables – Game Tables – Game Wheels
Casino Chips – Cards – Casino Wheels
Bunny Board™ Table Toppers
(We stock everything!)

NEW PROMOTIONAL ITEMS

Dunk Tanks - "Mini" Gas Cars - Flush 'Em Tanks
Animated Characters - $ Machines
Giant Inflatable Balloons
Plus many more items

NEW DECOR ITEMS

Fun Mirrors - Porcelain Signs - Street Lights
Neon Clocks - Lamp Posts - Neon Signs
Plus "Bigger than Life" Sports Items & Office Items
Plus many more items!

NEW PARTY RENTAL GAMES

Sea of Balls - Inflatable Bounces - Ladder Climbs
Plus many more items!

ANTIQUES & MEMORABILIA

Slot Machines - Coke Machines - Carousel Horses
Coke Accessories - Gas Pumps - Arcade Games
Gas Pump Globes - Fire Trucks
Plus many many more items!

AMUSEMENT PARK RIDES

Save from 50% to 75%!
We deal in any make or model of trailer mounted
or trailered rides like Swings, Trains, Ferris Wheels,
Carousels, etc., etc.

WANTED

We'll buy anything in any condition that's in the amusement industry. (From the smallest coin-op kiddieride to a major park ride.) Except, we do not compete with distributors; so we do not deal in videos, pins, juke boxes, crains and pool tables.

Now is your chance to: Clean out your warehouse, back room and basement. . .no matter what the condition of the item might be, turn it into cash to buy something from me or someone else that will make you money!

We will pick-up and deliver anything we buy, sell or trade anywhere in the U.S.A. and most of Canada! Save yourself nearly 75% in freight and crating charges alone

THE AMUSEMENT
EQUIPMENT EXCHANGE, INC.
1203 FIFTH AVENUE
ROCK ISLAND, IL 61201
CALL (309) 788-0135

Come visit our plant and see our large selection. See our facilities and meet our staff. We'll pay for your airplane ticket. (Call for details)

Convert Your Countertop Equipment To The Game That Thinks Profits

Super Duper Casino Version 18

Now available in a family of upgrades to convert *Little Casino II* and all other popular countertop models, *Super Duper Casino Version 18* automatically selects games and game parameters to suit the location.

Call now:

1-800-HIT GAME

U.S. GAMES, INC.

"Invest in the Best"

Top earning countertop games since 1981.

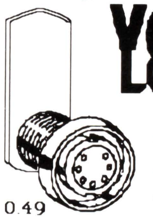
FAX NO.: (404) 446-2211

PATT SERVICE AND QUALITY

ABUS

VAN LOCK

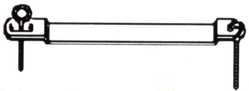
HARDENED
ABUS
Diskus
No 24



5/8" 'C' cam
as low as $8.49

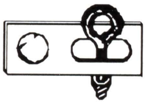
Vanamatic
as low as $11.49

24 ST 70
as low as $10.49
28 ST 70
as low as $7.00

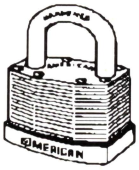


Patt Corp Cam Locks
5/8", 7/8" or 1-1/8"
as low as $1.15
Keyed-alike with 2 keys
straight or bent cam

U.S.A. made hasps
12" as low as $3.26
16" as low as $3.39
24" as low as $4.32



U.S.A. made hasps
4-1/2" as low as $1.69



Padlocks Keyed-Alike
1-1/4" 4 pin as low as $2.40
1-1/2" 5 pin as low as $2.99
1-3/4" 5 pin as low as $3.59
2" 5 pin as low as $4.31

Padlocks Rekeyable Keyed-Alike
1-1/2" 5 pin as low as $5.49
1-3/4" 5 pin as low as $5.97
2" 5 pin as low as $6.45

PATT CORPORATION CHICAGO
800-621-4418 312-939-7616

GALAXY DISTRIBUTING

401 S. Elgin • Tulsa, OK 74120
1-800-678-7665 • Fax: 918-584-4168

CALL US FOR ANY NEW or USED GAME

Dedicated P.C. Boards with Used Accessories

WWF	895	V-Ball 4 pl.	295
Golden Axe	750	Birdie King II	295
Crime City	595	Pinball Action	249
U.S. Classic	495	Crown Golf	195
Street Smart	495	1943	195
Cabal	495	Alcon	195
Block Out	495	Black Tiger	195
Sky Soldier	449	Guerrilla War	195
Twin Eagle	395	Air Wolf	149
Sports Match	395	Mission XX	149
Bottom of the 9th	395	Rough Ranger	99
Tecmo Knight	395	Breakthru	99
Ikari III	395	Super Dodge Ball	99
Contra	295	Mat Mania	99
Devastator	295	Super Basketball	79
New Zealand Story	295	Ten Yard Fight	79

NEW POWER SUPPLY with fan

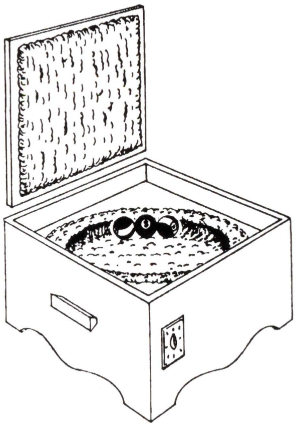
17 AMP
1-7 year warranty
$30.95 each
8 or more
$28.95 each

Call for best price on NEW & USED games — Large Selection

MR. "BALL POLISHER"

ONLY **$395.00**

90-Day Money-Back Guarantee

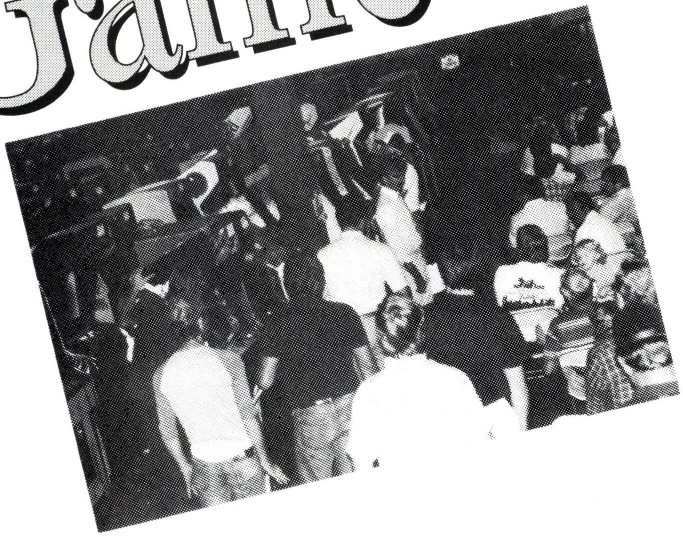


Makes old pool balls look shiny and new!
1 Year Warranty On Motor.

US Amusement Auction

Game Auctions

All Auctions:
Saturday, 11 a.m.



Indianapolis, IN

Sept. 8, Indiana State Fair Grounds
new larger building:
EAST PAVILION BUILDING
Friday & Saturday: 317-432-7626
Reorder tone dial: 502-551-1866

Columbus, OH

Sept. 15, Ohio Sate Fair Grounds
DiSalle Arts & Crafts, 17th Ave.
Friday & Saturday: 614-271-7626
Reorder tone dial: 502-551-1866

St. Louis, MO

Sept. 22, Colinsville, IL
10 miles east of St. Louis
Gateway Center, One Gateway Drive
Friday & Saturday: 314-277-7626
Reorder tone dial: 502-551-1866

Pittsburgh, PA

Sept. 29, Monroeville Expo Center
William Penn Highway, Monroeville
10 miles east of Pittsburgh
Friday & Saturday: 412-856-8107

US Amusement Auction 1990-1991 Calendar

CALL FOR SPECIFIC
SITE INFORMATION

December 1
Columbus OH

January 5, 1991
Miami, FL

March 16, 1991
Tampa, FL

October 20
Indianapolis, IN

December 8
Indianapolis, IN

February 2, 1991
Indianapolis, IN

April 6,1991
Columbus, OH

November 17
Dallas, TX

1991

February 23, 1991
Anaheim, CA

OUR 8th YEAR OF AUCTIONS

2415 West Amherst
Bloomington, IN 47404

For Information
Call Ric Stephan:

812-333-9939

Auctioneer: Bill Hughes
502-451-6241

KRAMERGAME™

BETTER THAN EVER !!!

- ***GREAT PRICES AND COURTEOUS SERVICE***
- ***SAME DAY SHIPMENT OF PARTS ORDERS***
- ***QUICK TURNAROUND ON REPAIRS***

KRAMER MANUFACTURING'S CUSTOMER SERVICE PERSONNEL ARE THE BEST IN THE BUSINESS AND WE'RE ANXIOUS TO PROVE IT TO YOU! JUST PICK UP THE PHONE AND DIAL 1-800-631-2126 FOR PARTS OR 1-215-788-8516 FOR CUSTOMER SERVICE.

ASK ABOUT OUR 8-LINE KITS

"THE EASIEST TO INSTALL, MOST COMPLETE KIT AVAILABLE"

KRAMER MANUFACTURING
451 MAGNOLIA AVE., CROYDON, PA 19020
PARTS: 1-800-631-2126
CUSTOMER SERVICE: 1-215-788-8516

Invest in the BEST

Compuscale

Weighing machines are proven performers and the Compuscale is the industry standard. You'll get a fast return from a low investment thanks to these unique features:

- Heavy Duty Steel Construction
- Easy Portability For Any Location
- Long Life Battery or Optional AC Operation

Call Mayoni today for more information.

1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

Complete Repairs on All Countertop Games

. . . from the same people who build the industry's most dependable countertop games.

U.S. GAMES, INC.

— Repairs and refurbishing

— Replacement Parts

— Software upgrades

We've built a new service center in Norcross, Georgia to provide complete repair and upgrade service on your countertop games.

Call our toll-free service hotline today!

1-800-HIT-GAME

AMOA: WORKING FOR OUR INDUSTRY

Annual Exposition & Educational Seminar

- Largest exposition & educational seminar for the coin-operated amusement, music & vending industry in the U.S.!

Education

- AMOA-Notre Dame Executive Development Program for Continuing Education
- Wayne Hesch Scholarship Fund

Government Relations

- Annual Governmment Affairs Conference in Washington, D.C.
- AMOA Political Action Committee (PAC)
- Monitors legislation and regulation affecting the industry including...jukebox royalty fees; tax developments; copyright and licensing issues; dollar coin legislation; depreciation schedules; the Berne Convention and much more!

Industry Standardization

- Recommends standards for parts and components in the coin-op amusement, music & vending industry resulting in...communication of operator needs to manufacturers...less repair parts, parts overhead and inventory!

Insurance

- Liability
- Health/Life
- Auto

Jukebox Promotion

- National Jukebox Month
- Marketing programs geared to create a greater awareness of the jukebox, its viability and its entertainment value

AMOA National Dart Association

- Encourages league formation...player interest...and operator income!
- Standardized rules & regulations
- Sponsor of annual AMOA National Team Dart Tournament

Member Assistance Program

- Tap the expertise of AMOA's officers and directors on these topics: location contracts, budgets, vehicle expenses, jukebox programming, leagues, computerization, merchandise redemption and much more!

Public Relations

- Recognized voice of the coin-operated amusement, music & vending industry!

Plus...

- AMOA Status of the Industry Survey
- Bimonthly Newsletter
- Annual Membership Directory

AMOA: Serving the Coin-Operated Amusement, Music & Vending Industry

111 E. Wacker Drive
Chicago, IL 60601
312/644-6610
Direct Line: 312/565-4602

AMOA
Amusement & Music Operators Association

JENNINGS SLOT MACHINE BOARD REPAIR

A&B AMUSEMENT
RT. 2 BOX 285
SO. RANGE, WI 54874
715-398-3677

REDEMPTION TICKETS
ONE COUPON
4288640
MUNCIE NOVELTY CO.
PH. 800-428-8640
GOOD QUALITY—LOW PRICES

VIDEO CONNECTION 930 JEFFREY LANE, DIXON, CA 95620

100% COMPLETE — FACTORY KITS

Combatrides (Latest New Street Brawl)	CALL
Final Flight (2 pl. Absolute Hottest New Kit)	CALL
Golden Axe (Excellent Earning Medieval 2 pl.)	$995
Toki (King Kong collects BIG money)	$975
Buster Bros. (2 pl. Top earning novelty piece)	$950
WWF Superstars (Little Hulksters can't wait!)	$950
D J Boy (2 pl. Wolfman Jack on rollerskates)	$895
Capcom Coors Bowling (Top Tavern Piece)	$895
Dynasty Wars (2 pl. Storm the Castle)	$695
Crime Fighter (2 or 4 pl. Final Fight Action)	$595
Bad Dudes (2 pl. Rescue the President from ninjas)	$595
U.S. Classic Golf (Top Tavern Place)	$595
Superman (2 pl. The Man of Steel!)	$595
Sly Spy (James Bond & Golden Gun adventure)	$575
Konami S.P.Y. (2 pl. James Bond action)	$550
Street Smart (2 pl. street fight deluxe)	$495
Nastar Warrior (2 pl. Rastan II the ultimate Conan)	$495
Shinobi (All time top earner)	$495
Bubble Bobble (Super novelty style sleeper)	$495
Leland Strike Zone (Top Baseball Winner)	$495
Double Dragon II (The Revenge, Now a kit)	$475
Omega Fighter (New 2 pl. vert. Space Odyssey)	$475
Castle of Dragon (2 pl. like Golden Axe)	$475
Dead Angle (Guns and Grenades in New York)	$475
Blockout (Excellent Tetris Style Bar Piece)	$450
P.O.W. (2 pl. prisoner rescue adventure)	$395
Silkworm (2 games in 1! Jeeps & Helicopters)	$395
Double Dragon (Top earning 2 pl. Karate)	$395
Guerilla War (Jungle Rambo hostage rescue)	$375
Sky Shark (Vertical Airplane Shooter)	$375
Unisystem Kit w/Super Mario Bros	$375
1943 (2 pl. simul.-hit like 1942)	$350
Kageki (Vert. 2 pl. Boxing Action)	$350
Last Duel (2 pl. simul. Aircraft & Car)	$350
Kuri Kinton (Top earning Kung Fu/Karate kit)	$350
Mission XX (F-14 Tomcat Flight Action)	$295
Dygar (Vertical Air-Sea Combat Action)	$295
Fighting Golf (Bar Piece for Cocktail Tables)	$275
World Series (Baseball at its best)	$250
Renegade (similar to 1 pl. Double Dragon!)	$250
Pac-Land (Top Earning Novelty Sleeper)	$250
UFO Robo Dangar (X-Former Robots Gone Wild!)	$250
Top Gunner (2 pl. Ikari Warrior style)	$250
Ledgendary Wings (2 pl. GALAGA style)	$250
Ikari Warriors (2 pl. Rambo Style Combat)	$195
Legends of Kage (Knives & Throwing Stars)	$195
Last Mission (Space Weapons Galore)	$195
Time Soldier (2 pl. Medieval Ikari Warrior)	$195
Victory Road (2 pl. Futuristic Ikari Warrior)	$195
Paper Boy (Handle Bars/Software for Atari II)	$150
Empire City 1931 (Shoot Gangsters w/Gun)	$95
Commando (Combat w/Guns & grenades)	$95
Ghosts & Goblins (Haunted Graveyard)	$95
Gauntlet I & II (Medieval 4 pl. Adventure)	$95
Marble Madness or R/Runner or Indiana Jones	$95
VS Super Mario Bros (All Time Greatest)	$250
VS Sky Kid (Airplane shoot-um up)	$95
VS Freedom Force (Airliner hostage rescue)	$95
VS Golf (Excellent Tavern Piece)	$95
VS TKO Boxing (Like Ring King II)	$75

Buy 2 kits & save $50 or buy 3 kits & save $100 on: Time Soldiers, Ikari Warriors, Yie ar Kung Fu, Karate Champ, Kicker, or Kung Fu Master

Unisystem Mother Board **FREE** with any 3 kits!

We want to buy Super Mario Bros., Platoon, Ice Climber and R.B.I. VS Software; plus Tetris

Control Panel Button LABEL SHEET - 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Buy, Sell or Trade

916/678-5189

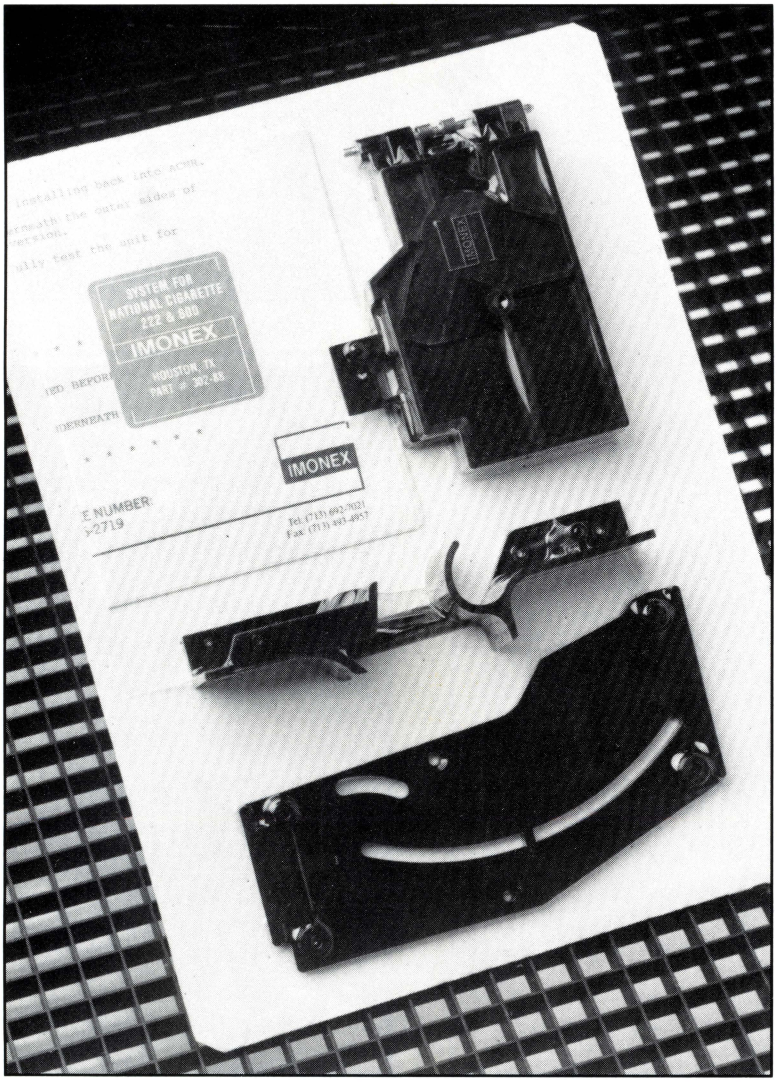
CALL OR WRITE FOR FREE NEWSLETTER:
"The Conversion Kit Hit Parade-over 200 Kits Listed"

916/678-1313

FREE with order of any TWO Kits — Control Panel Button Label Sheet *or*
SUPER MARIO BROS. Update Chip

SAVE 25%
ON COMPLETE SYSTEM

ARE YOU TIRED OF SWAPPING OUT MACHINES, BUYING DOLLAR BILL VALIDATORS, LOSING ACCOUNTS DUE TO BREAK DOWNS, AND MAKING COIN RELATED SERVICE CALLS? INSTALLING THE IMONEX COIN SYSTEM CAN REDUCE ALL OF THE ABOVE.


SYSTEM FOR
NATIONAL CIGARETTE
222 & 600
IMONEX
HOUSTON, TX
PART # 302-88
IMONEX
E NUMBER
-2719
Tel: (713) 692-7021
Fax: (713) 493-4957

- INCREASE SALES
- ANTI-CHEAT
- NO MOVING PARTS
- NO ELECTRICITY
- VEND UP TO $7.00
- NO ELECTRONIC REPAIR COSTS
- QUARTER ONLY
- ACCEPT OR REJECT CANADIAN QUARTERS
- DECREASE COIN RELATED SERVICE CALLS UP TO 95%
- AVOID EXPENSIVE ELECTRONIC ACCEPTORS

CALL TODAY!

P.O. Box 519 • Katy, Texas 77492-0519
5328 E. 5th St., Suite 1 • Katy, Texas 77449
(713) 692-7021 • (800) 446-2719 • FAX: (713) 391-4239

IMONEX

CD & 45 RPM STORAGE BOXES

CD Box Holds 100 • 45 RPM Box Holds 200 • Both Are Triple Thick Front/Back Walls • Double Thick Side/Bottom Stackable • White Color • 200 Lb. Test • Lift Off Lid • Tote Grips
CD Box $6.00 ea. (Min. Order 12)
Plus $8 S&H
45 RPM Box $5.00 ea. (Min. Order 5)
Plus $4 S&H
Visa/MasterCard/Choice/American Express

VOICE or 24 hr. FAX • 1-800-950-JUKE

Title Strip Co.
P.O. Box 333, Riva, Maryland 21140

WANTED TO BUY:

Used

Merit Boards . . .

★

Call:

1-800-448-2743

Cut Coin Counting Time 70%

For **Quarters Only**
Plus Sorted 10¢, 5¢, 1¢ and Tokens

Manual or Electric Counter Wrapper

For **Mixed Coins**
25¢, 10¢, 5¢, 1¢ and Tokens

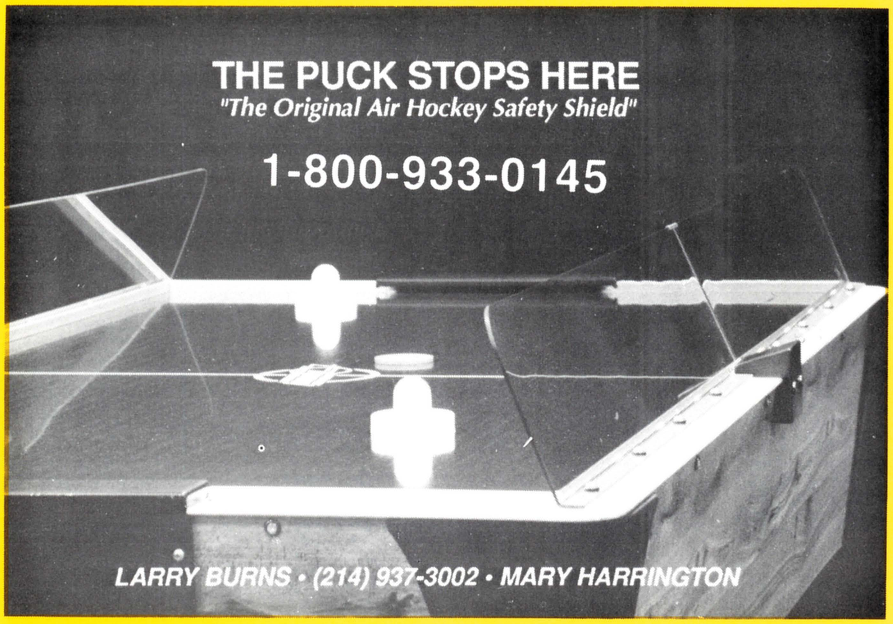
Electric Sorter Counter Wrapper

WE MOVED

Call or Write For Full Details

KLOPP INTERNATIONAL, INC.

225 Dunbar Court • Oldsmar, Florida 34677
(813) 855-6789



THE PUCK STOPS HERE

"The Original Air Hockey Safety Shield"

1-800-933-0145

LARRY BURNS • (214) 937-3002 • MARY HARRINGTON

WANT TO IMPROVE YOUR JUKEBOX SOUND 1000%?

JUKE	**5K**	**81%**
CD's	**1K**	**16%**
SPEAKERS	**$150/pair**	**3%**

3% of your investment is heard by 100% of paying customers.
3% - 10% of your investment dramatically affects your return.

PUT GOOD ACOUSTICS BACK INTO AMERICA!

Call 1-800-366-4523 for some SOUND advice.

Complete line of Commercial Audio/Video Equipment & Technical Services

Full Range Loudspeakers, Ceiling & Outdoor Speakers, & Horns, Extension Amps, Pre-Amps, Distribution Amplifiers, Tuners & Equalizers, Speaker Selectors, Transformers, Attenuators, and Relay Devices, In-house & Portable CD Storage Accessories, High Quality Wire, Connectors, Tools, TV & Speaker Mounting Brackets, Installation Hardware & Accessories

Ask your distributor about the phenomenal LA EAST SDSeries Super Dispersion Ceiling Speaker!

East 127 Union St., Hatfield, PA 19440 215-362-2890 or Fax 215-368-7272

It's New *It's Super*

IT'S SUPER BELL

The hottest 8-line to date!!!

- *Double Up*
- *Big Bonus*
- *Big Pays*
- *Fever Bonus*

P.C.s or COMPLETE KITS

Call Larry

407-774-9636

exclusively from:

SUNN INTERNATIONAL INDUSTRIES, INC.
624 Douglas Avenue
Suite 1412
Altamonte Springs, FL 32714
FAX: 407-682-7860

COIN OPERATED MACHINES
AND BULK VENDING SUPPLIES
SINCE 1941

THE

RACK

- 4 SIZES FROM 18" TO 45"
- HOLDS FROM 3-10 MACHINES
- CASTERS AVAILABLE FOR MOBILITY
- ULTRA SHINE BLACK CHROME CONSTRUCTION
- HOLDS ANY TYPE OF VENDOR

A&A COMPANY

1-800-638-6000 1-301-252-1020
A & A CO. PARKWAY MACHINE CORP.
1930 GREENSPRING DRIVE
TIMONIUM, MARYLAND 21093-0277

DA

DEBBIE'S AMUSEMENTS
BECAUSE PLUSH IS NOT ENOUGH!

1000% PROFITS!!

Increase Your Crane Revenues
Up to 1000% When You Use
Our Wide Variety Of Prepaks
• Adult Novelty Items
New! • Blister Carded Toys Now
Available For Rack Jobbers.

ALL ITEMS IN STOCK
& READY TO SHIP!

CALL TOLL FREE
1-800-446-4569

NEW FACTORY KITS:

Ameri Darts	795.00
Combatribes	call
Hydra	call
Klax	695.00
Thunderjaws	call
Coors Bowl	855.00
U.N. Squadron	1100.00
Spy	395.00
Two Crude	1095.00
Volleyball	395.00
Badlands	call
Tri Sports	795.00
R Type II	795.00
Lightning Fighters	call
2 + 2 Darts	call
Playchoice vs. Unisystem	call
Playchoice vs. Dual Unisystem	call
Wrestling War	495.00
Shadow Dancer	795.00
Eswat Jr.	395.00
U.S. Classic	595.00
Horseshoes	call
Championship Wrestler	call
Thunder Fox	call
Bloody Wolf	395.00
Eswat	695.00

USED PCB's - YOUR CHOICE - $50

Metro Cross • Wacko • Sarge
Donkey Kong • Defender • Joust
Mach Rider • Super Pac-Man
Stargate • Lazerian • Rampage

MISCELLANEOUS:

Used Cranes	call
Used Glass Front-Rowe & A.P.	call
Used Skee-Balls	call
Model T — Beautifully Reconditioned!	call
Whirley Buckets	call
Ice Cold Beer	call
Franz Big Top w/Gum Ball	call
Fun Chicken	call
Candy Grabber - Great Kids Piece	call

RECONDITIONED ROWE JUKEBOXES - ALL STYLES
EXCELLENT CONDITION

R-81 R-83
R-82 R-84

"Discounts for Quantity Purchases"

NSM JUKEBOXES

Galaxy 200
City

BIRMINGHAM VENDING COMPANY

ESTABLISHED IN 1931

GENERAL OFFICE
540 Second Ave. N. • Birmingham, AL 35204
(205) 324-7526
SE WATTS: 1-800-238-8363

FLORIDA DIVISION
4542 L.B. McCleod Rd. • Orlando, FL 32811
(407) 425-1505
FLORIDA WATTS: 1-800-330-1233

FAX #: 205-322-6639
NATIONAL WATTS LINE: 1-800-288-7635

— WANTED —
Platoon
VS Software
(916) 678-5189

STOP VANDALISM!
TAM-161 ALARM SYSTEM

Sounds a LOUD alarm for 30 seconds, then resets, ready to detect again. Operates from any 4, 5-12 volt DC source. Connects to your trigger switches and speaker. Terminals to connect an indicator LED and/or counter.

$39 ea.
Quantity Discounts
Scott Electronic Systems
310 Wall St. • Joplin, MO 64801
417-781-2211
Call — we'll fax or mail you info!

WANTED TO BUY:
Circus Charlie header.
Sente system kits.
(601) 627-9280

New Orleans
AMOA Expo '90

October 25-27
New Orleans Convention Center

The Amusement & Music Operators Association
International Exhibition & Seminar for the
Coin-Operated Amusement, Music &
Vending Industry

— WANTED —
Super Mario Bros.
VS Software
(916) 678-5189

Manager Seeking Work
5½ years management experience
call Anne
(602) 325-6946

Prestige Games Presents BONANZA POKERS!

The Favorite — *Golden Mini-Boy*
5 Card Draw plus Hi-Lo — Nothing Else
More popular than ever before!!!

New *Deluxe Mini-Boy Poker*
Jokers — Raise — Automatic Hold
3's & 7's Bonus and Half Bet on Winning Hand

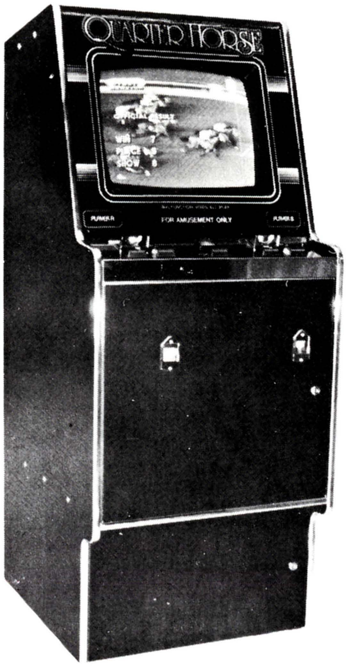
The Smallest Poker on the Market
that Out-Earns Large Upright Models

Either Model Also Available in U.S.-Made
Upright Cabinets

★ ★

The Most Unique Game
On The Market Today.

Proven over the past 6 years to be the most exciting video amusement game in America.



Dimensions:
Unit — H-60″ x W 24½″ x D 28″

Note: The operation of these games and the features, therein may be subject to various state, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

Quarterhorse Features:

- 19-inch monitor — new clean PC Board — new heavy-duty, industrial-type disc player — dual coin entry and optional bill acceptor — stylish design compatible with all decor.
- Remote monitors to increase audience participation — electronic audit system — Adjustable number of credits — Easy play to generate greater profits.
- 2-player game — "Double Odds" feature, on a random basis, will award the player double the odds displayed on the tote board.
- Time tested, state-of-the-art technology — On screen diagnostic program for easy testing of all switch inputs, lamps, audio generator and random number generator plus a complete analysis of accounting information.
- Special optional modifications are available such as redemption option.

Marketed Exclusively By:
Arjay Export Co., Inc.
119-A Thornton Dr. • Hyannis, MA 02601
(508) 771-6088
FAX: (508) 771-6119
DISTRIBUTORSHIPS AVAILABLE

Also Available
Noraut Poker
Upright & Countertop
Lucky 8 Lines
Kits & Dedicated
Games

Bally
Mystic Gates
Pinballs

FOR SALE
Call
(504) 384-2921

National
TICKET CO.

TICKET AVENUE
SHAMOKIN, PA
17872-0547
717-648-6803
Toll free fax:
800-326-9320

6486803

ONE COUPON

FOR ALL MERCHANDISE
REDEMPTION TICKETS CALL
TODAY

NATIONAL TICKET CO., SHAMOKIN, PA

WANTED TO BUY:

MERIT
CHICKEN DRAW
MACHINES

★

CALL:

1-800-448-2743

WANT TO BUY

- Final Lap (upright)
- Big Mouth (2 needed)
- Hard Drivin' (upright)
- Shoot to Win (2 player)

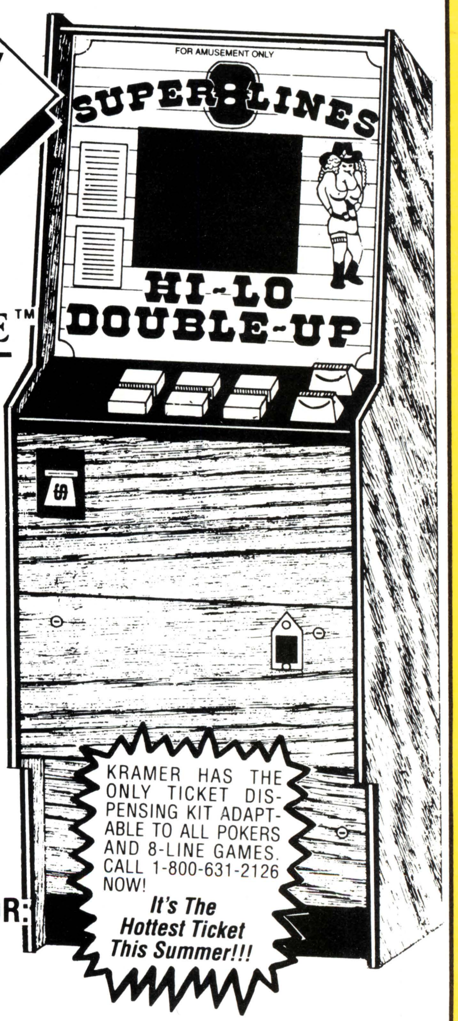
Ask for Don

815-932-7666

Need by 9-15. If you have Summer locations — let's talk.

NEW

FROM
KRAMERGAME™



YAMATE (W4/F5) PC BOARD

HI-LO DOUBLE UP STRIPPER

DUAL COIN MECHS

"WORKS IN A DRAWER" CABINET FOR THE ULTIMATE IN SERVICEABILITY

OPTIONAL BILL ACCEPTOR: MARS $1 - $5 - $10 - $20

KRAMER HAS THE ONLY TICKET DISPENSING KIT ADAPTABLE TO ALL POKERS AND 8-LINE GAMES. CALL 1-800-631-2126 NOW!

It's The Hottest Ticket This Summer!!!

KRAMER MANUFACTURING

451 MAGNOLIA AVE., CROYDON, PA 19020
PARTS: 1-800-631-2126
CUSTOMER SERVICE: 1-215-788-8516

PEARSON PRODUCTS INC.

P P I

Plush Toys & Novelties

1(800) 969-7587

FOR SALE

I.G.T. Quick Draw
I.G.T. Draw Poker w/$1 & $5 Bill Acceptor
I.G.T. Castle w/$1 & $5 Bill Acceptor
I.G.T. Dwarf Den Poker
Kramer Draw Bonus
Kramer Hi/Lo Double Up
Game-A-Tron Draw Poker
Game-A-Tron Skill Poker
(1) Quarter Horse - (Used 3 Months)
(1) Quarter Horse (Used)
(1) Merit Chicken Draw Poker
(1) Bonanza Poker — (Counter Model.)
Gametronics Draw Pokers
Kramer (Counter Model)

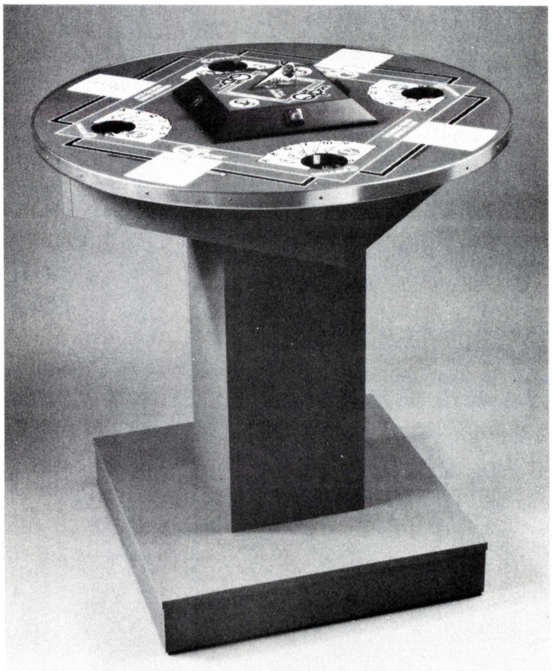
WILL BUY DIXIELANDS — WILL PICK UP OR DELIVER

Frank Guerrini Inc.
VENDING MACHINES
MUSIC • AMUSEMENT • CIGARETTES

1211 W. Fourth St. • Lewistown, PA. 17044
717-248-9611

QUIK POKE™ FACTORY CLOSEOUT

VALLEY®



$750.00

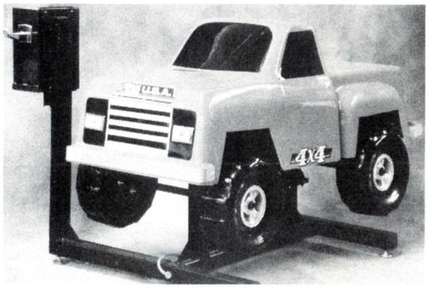
F.O.B. BAY CITY, MICHIGAN

LIMITED QUANTITY –
UPRIGHT AND COCKTAIL MODELS AVAILABLE

Contact Melody
1-800-248-2837

New Kiddie Rides

Solid State Engineering
Lightweight - Durable - Weatherproof
American made replacement parts
Universal base for all rides.
Wheels individually molded for realism



Kiddie Amusements

P.O. Box 939, Florence, MS 39073
601-845-7501

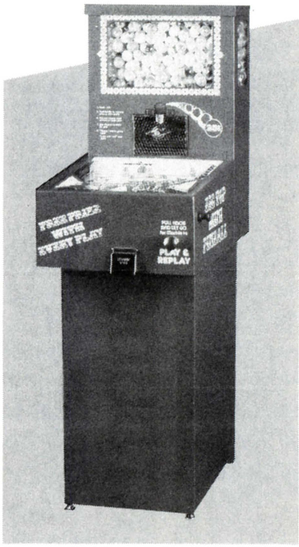
Invest in the BEST

Big Top Mini Pinball
Kids will love this rugged new pinball game because it always gives them a toy. Earn consistent pinball profits and count on Mayoni's unique features:

- Play with Every Purchase
- Sturdy Steel Construction
- Power-Free, All-Mechanical Operation
- 1 Year Warranty

Call Mayoni today for more information.

1 (800) 345-1183



MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

KITS! KITS! KITS!

Summer is slow, collections stink, get some new kits, or stay in red ink!!!
[All Kits include board and marquee (& monitor glass if available]

$30

Challenger, Donkey Kong
Donkey Kong Jr.
Frogger
Kangaroo
Kaos
Locomotion
Phoenix, Pleiades

$50

Astro Blaster
Buck Rogers, Bosconian
Dig Dug
Hogan's Alley
Make Trax, Mat Mania
Polaris
Popeye
Roc 'N Rope
Scramble
Sinistar
Stargate
VS Duck Hint
VS Freedom Force
Wizard of Wor
Zarzon
Zaxxon

$75

10 YD Fight
Arabian
Championship Baseball
Crazy Climber
Crystal Castle
Elevator Action
Food Fight
Front Line
Joust, Joust II
Mr. Do!
Moon Patrol
Pacman
Pacman +, Pengo
Qbert, Robotron
Rush 'N Attack
Satan's Hollow
Seicross
Tag Team
Time Pilot '84
Time Pilot, Thief
Tin Star
Track 'N Field
Tron
Zoo Keeper
Xenophobe (w/joystick)

$100

Birdie King
Breakthru
Bump & Jump
Choplifter, Empire City
Commando, Gauntlet
Hangman, I Robot
Hat Trick, Ikari Warrior
Jailbreak
Karate Champ
Kung Fu Hero
Mach III, Mag Max
Mania Challenge
Marble Madness
Punch Out, Star Wars
Ring King
Nintendo V.S. Motherboard

$150

Demo Derby
Guerilla War
Gold Medalist (for Gauntlet)
Gunsmoke
Karnov
Super Dodge Ball, Xybot
Rampage

$250

Bionic Commando
Devastator, Dyger
Kageki
Last Duel, Pyros
P.O.W.
Silkworm
Rastan

$350

Altered Beast, Downtown,
Heavy Unit, Nastar Warrior
P-47, Vball, Rolling Thunder

$450

Prehistoric Isle
Omega Fighter
Cabal, Bottom of the 9th
Heavy Barrel, Tecmo Knight
R-Type, Shinobi
Twin Cobra, Truxton

$550

Escape from Robot Monster
Crime City, Quarterback
Ninja Gaiden, Robocop
Hippodrome, Super Contra

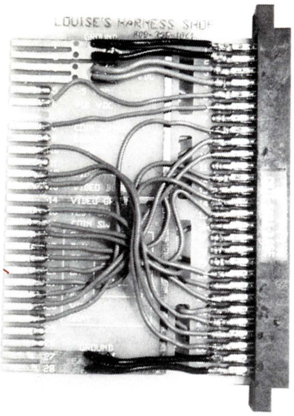
$850

Crime Fighter, Willow
Ghouls N Ghosts
Midnight Resistance

Monthly Special — Doyle Indoor Batting Cage - $10,000 (only 5 months old) — Buy $1,000 (or more) worth of boards, & get a 10% discount!!!

ALPHA AMUSEMENTS

26477 HOOVER - WARREN, MI 48089 — TOLL FREE (800) 33-GAMES - (313) 756-1555 after 6 PM EDT - FAX (313) 756-1563



Harnesses • Interface Boards
Color Conversion • PCB

Custom wire harnesses made to order

Jamma/Generic Harnesses

Normally shipped same day as ordered

Conversions Made Simple With Interface Boards

Double Male Interface Board with Jamma pinout one side & choice of either 28/56, 22/44 or 18/36 on other side. Male/Female Interface Board with Male Jamma pinout on one side with choice of 28/56, 22/44 or 18/36 Female Connector on other. All boards have provisions for jumpers from one side to the other. Boards wired to your pinout. Also, 28/56 Male Cards. Nintendo Monitor Color Conversion PCB, simple installation, instructions furnished.

Quantity prices on request.

LOUISE'S HARNESS SHOP, INC.
712 Country Rd. 58 • Prattville, AL 36067
Tel.: 800/365-1941 • 205/365-1841
FAX: 205/365-4435

Prices subject to change without notice.

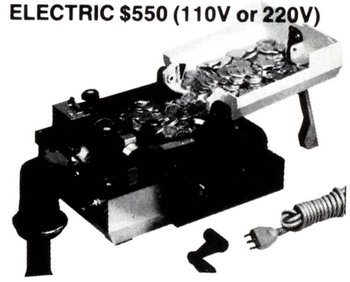
Belita Coin Counters

The best and most convenient Coin Counter ever made. It is specially designed for Operators - large or small.

- Lightweight (only 9 lbs)
- Portable (take with you to location)
- Very inexpensive
- Long lasting/low maintenance
- Fast and easy to use
- Automatic Stop for easy counting
- Coin Tray Support Bag Holder

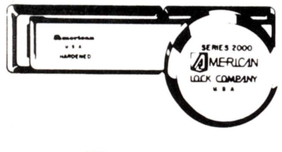
TRY A SAMPLE AND BE CONVINCED

Send Check for Sample
MANUAL - $425
ELECTRIC $550 (110V or 220V)



FOR DETAILS CONTACT:
R. H. BELAM COMPANY INC.
ONE FULTON AVENUE
HEMPSTEAD, NEW YORK 11550
TEL: 516 292 2670
FAX: 516 486 0957

American MADE QUALITY



MODEL 2000
AS LOW AS $16.15
SHOWN WITH 825 HASP

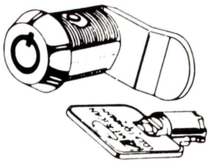
SERIES H-10
AS LOW AS $11.96

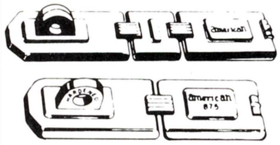
HARDENED
SERIES H10
AMERICAN
LOCK COMPANY
U S A
HARDENED

SERIES 700
AMERICAN
LOCK COMPANY
U S A
HARDENED

SERIES 700
AS LOW AS $13.75

5/8" CAM LOCK
AS LOW AS $3.01
7/8" CAM LOCK
AS LOW AS $3.22
1 1/8" CAM LOCK
AS LOW AS $3.43





HASPS
825 AS LOW AS $4.30
875 AS LOW AS $2.81
885 AS LOW AS $2.99
525 AS LOW AS $3.94
535 AS LOW AS $3.94

We stock ALL American key numbers for your H10 & 700 padlocks
Keyed alike or key different, same price — restricted also available
Our key #'s are computerized so no one in your area has the same key # as you
We can key your camlock & popouts to your key # if you send us a key
Over 80,000 American lock company items currently in stock
95% of all orders shipped within 24 hours

PATT SUPPLY CORPORATION
1335 S. MICHIGAN AVE. CHICAGO, IL 60605
TOLL FREE 1 (800) 621-4418
ALL PHONES: (312) 939-7616

Automatic Products

APPOLO SMOKESHOP
$1 BILL CONVERSION KIT

INSIDE KIT — FACTORY LOOK

FEATURES:

- Coinco Dollar Bill Acceptor!
- The new 9300 Electronic 3-Tube Changer!

CALL FOR PRICING ON:

Complete Kit, Wire Harness, DBA, Front Panel, Changer Mounting Bracket & Coin Chute.

✶✶✶✶

AP ENGINEERING CO.

4532 Ocana Ave.
Lakewood, California 90713

Toll-Free:
1-800-421-7714

BALLY SLOT MACHINES

REMANUFACTURED BALLY SLOT MACHINES
FOR THE HOME - OR FOR EXPORT

WORLD'S CLEANEST SHOPPED SLOT MACHINES

SEND FOR FREE BROCHURE

ROYAL BELL, LTD
5776 LAMAR ST./ PM ARVADA, CO 80002
1-800-525-8694 FAX 303-431-6978

FOR SALE

Used Kiddie Rides. Carousels, Horses, Derbys, Teeter-Totters, Motorcycles. Just pulled off location. Will sell "as is" or completely refurbish. Prices starting at $1100.

Contact Fred Breuche

(904) 589-0011

ADVERTISE IN PLAY METER
504/488-7003

KRAMERGAME™

Summer Special

- **POKERS**
- **CRANES**
- **8-LINES**
- **BASKETBALL**
- **KITS**
- **SKILL DOZER**

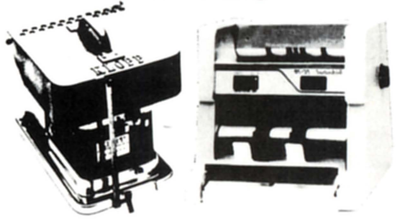
CALL 1-800-631-2126 FOR PRICING. ALL GAMES ARE READY FOR IMMEDIATE SHIPMENT. JUST MENTION THIS AD AND GET *$50 OFF* OUR ALREADY LOW PRICING. OFFER EXPIRES 8/31/90.

KRAMER MANUFACTURING
451 MAGNOLIA AVE., CROYDON, PA 19020
PARTS: 1-800-631-2126
CUSTOMER SERVICE: 1-215-788-8516

COINS or BILLS

COUNT / SORT / WRAP

Free Catalog!



PARTS—REPAIRS

ABC COIN (214) 596-1212
2839 Biscayne — Plano, TX 75075

— WANTED —

Ice Climber
VS Software
(916) 678-5189

TELL 'EM YOU READ IT IN THE 'METER

FOR SALE
Juke Boxes

Chicago Area

Rowe R81	$495.00
R82	595.00
R83	695.00
R83 w/dba	795.00
R84 w/dba $1 & $5	895.00
R86 w/dba $1 & $5	1095.00

(312) 561-4886

MONITOR GET-WELL KITS

WICO now distributes Zanen get well kits

Saves time & money on monitor repairs!

KIT #101: Eliminates most problems with the Electrohome G07 color monitors (warping, blacking out, smearing, etc.). WICO #36-0243, 17 parts in kit - $7.95 ea. 10 or more $6.95 each.

KIT #201: Eliminates most problems with the Well-Gardner K4600 series monitors (warping, brightness problems, etc.). WICO #36-0244, 14 parts in kit - $6.95, 10 or more $5.95 ea.

KIT #301: For Nintendo color monitors (Sanyo), eliminates vertical shrinking, jail bars, low brightness, etc. WICO #36-0425, 15 parts in kit - $6.95, 10 or more $5.95 each.

For more information check article on page 148 of Sept. Issue.

Money-Back Guarantee! We Pay S & H.

A29951-B Flyback	$69.95 each
2SC3039	$2.39 each
2SD870	$4.49 each
2N3716	$1.95 each
2N3792	$1.95 each

ZANEN ELECTRONICS
(806) 793-6337

FUN FACTORY #1 for Fun

TALENT SEARCH

"We're looking for the very best talent to join our excellent and exciting company."

Requirements:

1. A winning attitude
2. A passion for excellence
3. Demonstratable results in Amusements Industry Management

★ **Store Managers: $21,500 - 30,000 per year.**
★ **Area Managers: $27,500 - 32,000 per year.**
★ **District Managers: $36,000 - 48,000 per year.**

Benefits:

1. A Great Company with Great People
2. The Opportunity to Win
3. Training
4. 401K and Profit Sharing
5. Exceptional Bonus Programs

Opportunities available in Texas, Georgia, Kansas, Hawaii, Missouri, Michigan and Illinois.

"If You are a Winner and want to work with the best, write us NOW!"

1. Tell us about you and what you will add to our team.
2. Attach a copy of your work history and accomplishments that you are proud of.

Send To: FUN FACTORY, INC.• PERSONNEL DIRECTOR
91-246 OIHANA ST. • EWA BEACH, HI 96707

TOY HOUSE

Woody Woodpecker
Mugs
Keychains
Snoop
Visors
Squeeze Bottles
Plush
Sunglasses
Watches
Dick Tracy
Trade-Ups
Ninja Turtles
Prepaks
Looney Tunes
Neon Colors

X X X ADULT NOVELTIES X X X

612 N. Rampart • New Orleans, La. 70112

1-800-343-9990 Call Cindy **504-524-8822**

BUY
SELL
TRADE

LUCKY 8 LINES...

FEATURING:

- ★ Wells-Gardner monitors
- ★ Mars or E.E.I. $1-5-10-20 dollar bill acceptors
- ★ Full factory warranty

BUY
SELL
TRADE

LUCKY 8 LINE KITS - W4 & W6. $525.00

THIS KIT COMES COMPLETE WITH P.C.B., WIRING HARNESS, BUTTON ASSEMBLY AND PLEXIGLASS.

LUCKY 8 LINE BOARDS - W4 & W6 . . $369.00

NEW CABINET AVAILABLE

NOW AVAILABLE
Cherry Bonus & Jumbo 8 Line

FREE DELIVERY AVAILABLE!!!

WE'LL ACCEPT TRADES!

SOUTHLAND DISTRIBUTING

1611 Castle Hayne Road, Bldg. B • Wilmington, NC 28401

(919) 343-8200 or (919) 343-8700

OR FAX 919-343-0084

END OF SEASON CLEARANCE SALE!!!

Aliens	1195
All American Football	695
Arch Rivals	1195
B & W Photo Booth	2495
Baseball Season II	450
Beastbusters	CALL
Black Knight 2000	1295
Cadash (4-plr VS-Duel)	1895
Capcom Bolwing	595
Chexx Hockey	525
Circus Parade Dbl. Hopper	9595
Combatrides	1395
Crime City	695
Crime Fighters Dedicated	1095
Demo Derby	495
Double Dragon Dedicated	695
Double Dragon from Kit	550
Dynamo 1989 Pool Tables	1150
Enduro Racer	895
Final Fight	1395
Final Fight Dynamo HS4	1895
Four Traxx	CALL
G-Loc Sitdown Delux	CALL
Golden Axe	850
Hard Drivin Sitdown	7500
Hat Trick	495
Haunted Castle	295
Hydra	2395
Indiana Jones	495
Lowboy Cranes	895
Mating Game	895
Monte Carlo Pinball	595
Night Striker Sitdown	2195
Operation Thunderbolt	1495
Paperboy	995
Phantom of the Opera	1895
Pigskin	CALL
Pokereno	650
Pole Position I Sitdown	895
Pole Position II Sitdown	995
Poloroid Face Place	3495
Rampage	495
Road Blasters	595
Rowe Laserstar CD-100	2995
Rush N Attack	395
SCI	1895
SMS Poker Roll	CALL
SMS Sex Tester	695
Seidel 21	550
720	1495
Silk Worm	350
Sky Adventure	495
Smash TV	2395
Space Invaders Pinball	395
Spy Hunter	495
Star Wars Sitdown	395
Street Smart	675
Super Monaco Sitdown	5295
Super Mario Bros.	350
Super Skier Skill Stop Slots	395
Super Sprint	1295
Sweet Licks	695
T.M.N.T.	1995
Tetris	850
Top Choice w/Bill Accept.	2195
Turbo Outrun	1895
Vindicators	750
Volcano Rotary Crane	495
WWF Superstars	995
WWF Superstars Dyn. HS4	1695
Whirlwind Pinball	1895
Wonderboy	395
Wrestle War	750
Zytronics Sex Analyst	895

Call Steven
(609) 263-1377
(609) 263-3277

CASTLE CASINO ARCADE
869 W. Hand Ave., Cape May Court House, NJ 08210

All equipment available September 15, 1990

Call Rob
(609) 729-5371

VIDEOTAPE TRAINING

Program #1 Basic Electronics - Approximately 30 minutes

An introduction to basic electronics as it relates to electronic games. No heavy math or theory... Just a commonsense look at electronics and electronic terminology. - **$29.95**

Program #2 Semiconductors - Approximately 30 minutes

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in games can be traced to a semiconductor failure. This program covers the semiconductor components found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **must** for the novice technician. - **$29.95**

Program #3 Power Supplies - Approximately 60 minutes

Power supplies are easy to understand and repair. This two part lesson covers linear power supplies and voltage regulators in detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to a power supply failure. - **$49.95**

Program #4 Raster Scan Monitors -Approximately 60 minutes

The popularity of conversion kits means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson. - **$49.95**

Program #5 The Digital Multimeter - Approximately 30 minutes

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the meter to make all the tests and measurements necessary for repairing games. - **$29.95**

Randy Fromm's Arcade Schools 7960 Culowee St. La Mesa, CA 92041 (619) 697-4035

TALKING VENDOR DISPENSES

1.5″ (38 mm) Wheel Vends
- 1.3″ (33 mm) Capsule
- Large Gum and Candy

1.125″ (29 mm) Wheel Vends
- Gum and Candy

DISTRIBUTORS WANTED SOME STATES AND COUNTRIES OPEN

Adjustable Merchandise Wheel Vends
All types of small bulk items.

Coinage size up to 1.25″ (32 mm)
Machine size height 25″ (63.5 cm)
Width 8″ (20.3 cm) Depth 8″ (20.3 cm)

Custom sounds — can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.

YOUR SOURCE FOR:
Our All New 2.3″ Round Clear Capsule
Both Halves Same For:
$1.00 items; 50 items
.25 Feature items
cranes etc.

1.3″ Capsules
Mixed colored top with clear bottom. Filled or empty.

Rings in Holders
Bulk or Assembled.
- Mixes
- In-capsule - items
- Rings & Holders
Bulk & Assembled.

TALKING VENDOR CO.
P.O. Box 326 • Chatham Ontario • N7M 5K4
Phone: (519) 351-2181 Fax: (519) 351-2181

National TICKET CO.
TICKET AVENUE
SHAMOKIN, PA
17872-0547
717-648-6803
6486803
ONE COUPON
FOR ALL MERCHANDISE REDEMPTION TICKETS CALL TODAY
NATIONAL TICKET CO., SHAMOKIN, PA

WANTED TO BUY:
VENDING ROUTES!
☆
CALL:
1-800-448-2743

WANTED TO BUY:
Circus Charlie header.
Sente system kits.
(601) 627-9280

PROTECTS AGAINST
Vandalism - Unauthorized Entry - Unwarranted Abuse

IIDAS™
Video Security System

IIDAS™ does not detect normal consumer use, but detects ***severe impact, excessive abuse*** or ***forcible door entry.*** *An instant alarm will sound for 30 seconds, then reset automatically to detect any further tampering.*
We offer (2) models: Model 102KA (key activated) & Model 102DA (door activated).

BRW SYSTEMS
20219 Londelius St. • Canoga Park, CA 91306
(818) 773-0942
- DISTRIBUTOR INQUIRIES WELCOME -

AMOT

Amusement & Music Operators of TN

Trade Show, General Membership Meeting, Seminars, Golf & Pool Tournaments, Dining, Dancing & Auction

August 10, 11, 12

OPRYLAND HOTEL
2800 Opryland Drive Nashville, TN
(615) 889-1000

For additional information, Contact:

Jan Green, Chairman	(901) 521-1234
Carl McClanahan, President	(615) 684-1067
John Estridge, Director	(615) 331-0082

WE NEED YOUR PARTICIPATION!!

prizes!

for toy professionals!

1-800-992-2388

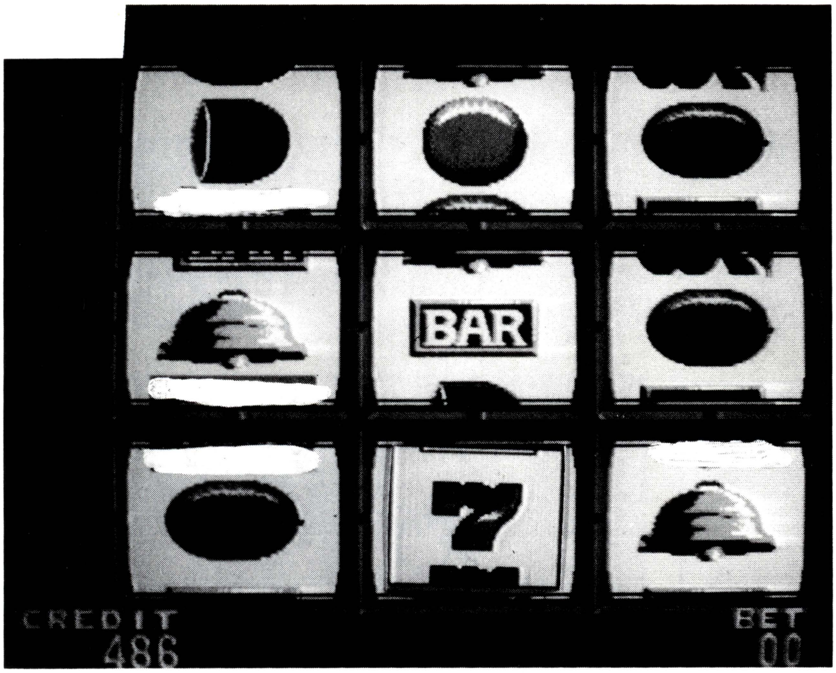
Control Panel Button LABEL SHEET — 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Video Connection

930 Jeffrey Lane, Dixon, CA 95620

916-678-5189 or 916-678-1313

Lucky 8 Lines



W-4 Complete With

- **Yamata-Wings Boards**
- **19'' Wells-Gardner Monitors**
- **Mars or EEI Bill Acceptors**

$1775.00

Free delivery (4 or more) within 17 states

Duke Distributing

602 South Main Street
Franklin, Kentucky 42134

502-586-1663 / (502) 586-1773

$50 Bonus Discount on first game

POKERS (Used)

Uprights

SMS	8
Greyhound	14

Jim

1-800-726-9543

TITLE STRIP PROGRAM CO.

200 free title strips with the purchase of the easy-to-use computer title strip program. Print your own song titles. Print a list of all your records at each location . . Over 150 features! $79.95

Voice or 24 hr. FAX • 1-800-950-JUKE
(301) 956-5856 (For information)
Visa/MasterCard/Choice/American Express

"TITLE STRIP PROGRAM CO."
P.O. Box 333
"RIVA, MARYLAND 21140"

We want to buy

TETRIS

(916) 678-5189

REDEMPTION TICKETS

ONE COUPON

4288640

MUNCIE NOVELTY CO.
PH. 800-428-8640

GOOD QUALITY—LOW PRICES

Manager Seeking Work

5½ years management experience

call Anne

(602) 325-6946

COMPUTER SOFTWARE

For the Game Route Operator

• CAMS •
Route Management System
A powerful, fast easy to use system

- Increase your profits
- Location and machine history
- Identify non-profitable machines and location
- Print collection sheets
- Super easy/fast revenue entry
- Prints 1099s
- Rotation Advisor
- Numerous statistical & Roi Reports
- Free updates

And Much More! — For Only $995

30 day money back guarantee — Demo disk available for IBM PC, XT, AT & compatibles — Free brochures

Also Available
•CALMS•
Dart, Pool or Cricket League Managers

Turn Hours Of Work Into Minutes

- Automatic scheduler
- Super easy/fast score entry
- Tracks team & player achievements
- Simplifies awarding trophys & prizes
- Tracks team financial information
- Numerous reports & listings and much more!
- For only $395 ea.

Write or call: **E-SOFT SYSTEMS**
1276 Red Pine Circle • Baxter, MN 56401
(218) 829-4743
Multi-Pack Discounts

WANTED:

★ DIXIELANDS

★ C.D. JUKE BOXES

★ USED ARDAC'S

★

Phone: **(412) 922-5680**

Fax No.: **(412)922-0661**

If you want to

EXPAND

your business,

this is the place to start.

PLAY METER (504) 488-7003

Display ads: Ron Kogos
Classified ads: Carol Lea LeBell

POWER SUPPLIES

We have the POWER for you . . .

8 Amp Supply	19.95
8 Amp Supply w/fan	24.95
17 Amp Supply w/fan	33.95

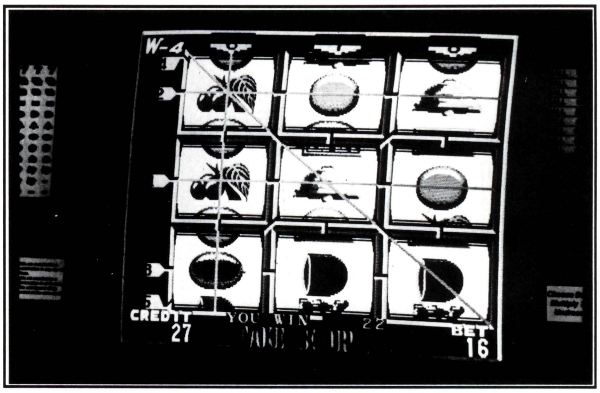
Now
Full 1 Year
Warranty

GREAT WESTERN, INC.

1300 Mohawk Blvd., Springfield, OR 97477

(503) 726-1813

Lucky 8 Line Kit



Kit Includes:
- Yamate PCB ☑
- Button Set ☑
- Harness ☑
- Manual ☑
- Printed Plexi ☑
- 90-Day Warranty ☑
- Technical Support ☑

Micro Manufacturing
Your path to the future

*30-Day Money Back Guarantee

535 Old Nashville Highway
Lavergne, TN 37086
In TN (615) 793-5510 FAX (615) 793-5512

Call Toll-Free 1-800-227-6136

You Need **DARTS?**

We Got **DARTS!**

ARACHNID

1) Original Model 4500

$475 00 each

2) Model 4500 with Crick-Kit

$675 00 each

3) Original Model 6000*
* Limited Number
* Call for price

All Street Ready — No Break-ins

Jim Stansfield Vending, Inc.

LaCrosse, Wisconsin

608-782-7181

Ask for Max

POKERS FOR SALE

Grayhound Poker w/bill validator
Poker 21's (u/r)
Hi-Lo Poker (u/r)
Advance Poker (u/r)
Countertop Merit Pokers
(will trade for used Rowe Jukeboxes)

CALL

(504) 384-2921

CALENDAR

August 10-12
North Dakota Coin Machine Operators Association (NDCMOA) Annual Meeting and Show, Radisson Hotel, Fargo, N.D. Contact S.K. Paulus (701) 223-7588.

August 10-11
Joint Conference, MOMA/WAMO, Minnetonka, Minn. Call (414) 529-4704 (Wis.) or (612) 927-6662 (Minn.). Sponsored by both the Wisconsin Amusement and Music Operators Association and the Minnesota Operators of Music and Amusements.

August 10-12
Amusement and Music Operators of Tennessee (AMOT) General Membership Meeting and Trade Show, Opryland Hotel, Nashville, Tenn. Contact Jan Green (901) 521-1234 or (601) 371-1000.

August 15-18
National Automatic Merchandising Association (NAMA) National Education Conference, Ambassador West Hotel, Chicago. Contact Richard Geerdes (312) 346-0370.

August 16-18
Wyoming Candy, Tobacco, and Coin Vendors Association Annual Convention, Cody, Wyo. Contact James Petry (307) 632-2114.

August 25-27
Star Tech Journal Seminars for Advancing Technicians. Commercial Music Co., Dallas. Contact Neil or Jim Calore (609) 662-1080; FAX (609) 662-0537.

September 13-15
West Virginia Music and Vending Association (WVMVA) Annual Convention and Expo, South Charleston, W.Va. Contact Leoma Ballard (304) 949-3289.

September 13-15
Michigan Coin Machine Operators Association (MCMOA) Annual Convention and Exhibition, Lansing, Mich. Contact Walt Maner (517) 372-2323.

September 13-16
North Carolina Coin Operators Association (NCCOA) Annual Convention and Trade Show, Charlotte Marriott Executive Park, Charlotte, N.C. Contact Bobby or Cindy Earp (919) 584-4833.

September 15-16
Star Tech Journal Seminars for Advancing Technicians. Struve Distributing, Salt Lake City. Contact Neil or Jim Calore (609) 662-1080; FAX (609) 662-0537.

September 17-22
Randy Fromm's Arcade School, Chicago. Contact Randy Fromm (619) 697-4035.

September 22-23
Star Tech Journal Seminars for Advancing Technicians, Cleveland Coin Machine Exchange, Livonia, Mich. Contact Neil or Jim Calore (609) 662-1080; FAX (609) 662-0537.

September 29-30
Star Tech Journal Seminars for Advancing Technicians, Atlanta. Contact Neil or Jim Calore (609) 662-1080; FAX (609) 662-0537.

October 11-14
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, Orange County Convention/Civic Center, Orlando, Fla. Contact NAMA (312) 346-0370.

October 13-14
Star Tech Journal Seminars for Advancing Technicians, Los Angeles. Contact Neil or Jim Calore (609) 662-1080; FAX (404) 631-2928.

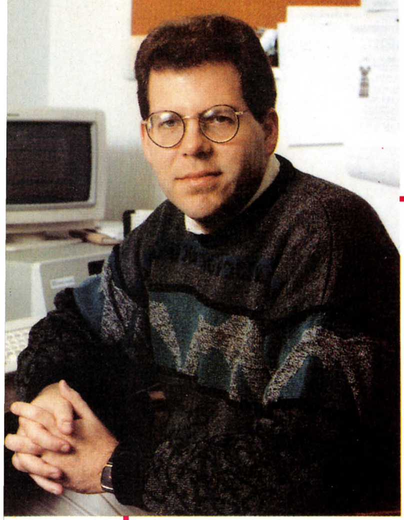
October 16-18
Amusement and Music Operators of Virginia (AMOV) Annual Convention and Trade Show, Virginia Beach, Va. Contact Charles Rowland (804) 262-9283.

October 25-27
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

October 29-Nov. 3
Randy Fromm's Arcade School, New Orleans. Contact Randy Fromm (619) 697-4035.

ADVERTISER'S INDEX

American Technos	23
Arachnid	43
Atari Games	Cover 4
Bally/Midway	61, 85
Baton Lock	67
Bob's Space Racers	45
Bonita Marie	93
Bromley	54a&b
Coastal Amusements	91
Coin Concepts	35
Data East	31, 33, 77
Deltronics Labs	94
Fabtek	Cover 3
Grayhound Electronics	48
Happ Controls	4
HMS Monaco	99
Hoffman & Hoffman	22
Innovative Management	111
Kiddie Rides & More	103
Knock Down Industries	89
Laramie Interest	25
Leisure Entertainment	63, 87
Leland Corp.	5
Mali & Co.	97
Mayoni Enterprises	94, 97
Merit Industries	19-20
National Entertainment Technology	105
New Orleans Novelty Co.	6
Nintendo	37-38
PMI Toy & Novelties	39
Randy Fromm's Arcade School	109
Romstar	11
RSI	75
Smart Industries	51
SMS	7
SNK	14-15
Star Track	101
US Games	53
Valley Recreation	29
Van Brook of Lexington	6
Vari-Tech Products	37
Video Repair School	34
Williams Electronics	Cover 2, 69



THE LAST WORD

Going with the flow

Call me "Mr. Rigid" if you will, but I deplore change. Even if it's for the better—which is most often the case—I go down kicking and screaming. Perhaps that's why my vacation to France in June was so soul-satisfying. Walking amid ruins and 12th century castles was like a breath of fresh air. Change comes to France at glacier speed—my kind of country!

I am, of course, not the only possessor of this trait. Millions of people are afflicted (blessed?) with a penchant for keeping things as they are. Some can get away with it, but unfortunately, in the coin-op industry, such a stance can be deadly. Many within the operating community would rather fight than switch—much to their detriment.

What really got me to thinking about this was a conversation I had with Mary Lavine of Bullseye Inc. in Madison, Wis., this month's "Coinwoman Interview." I talked with Mary the morning after my return from Europe. Head-spinning from jet lag, I braced myself for the typical interview with today's operator. I was waiting for such common laments as "things are worse than ever" or "manufacturers are killing us with a lack of product."

What a breath of fresh air she was. Her voice filled with enthusiasm, she said the following: "A lot of operators are afraid of change. I'm optimistic that this is the decade for us. Any operator who isn't willing to get after it and work is crazy! Our industry is giving us tools to be very successful. Many vendors have been in this business for a long time and don't want to change, or they don't want to work hard anymore. Manufacturers of CD jukeboxes have given us an opportunity to get dollars instead of quarters, yet too many operators refuse to take advantage of it. I don't understand why."

How true. Many operators still refuse to consider CD jukeboxes, citing their higher price tag and a belief that locations don't want or don't need them. While they wait and wait for just the right time to take the plunge, their CD-juke competitors are raking in the dollar bills.

Mary Lavine tested the waters four years ago, when CD jukeboxes were perceived an even riskier curiosity than they are today. Sure, it would've been safer to keep her vinyl boxes and wait for the other guy to lead. But she stared uncertainty in the face and filled her locations with CDs. The result? Mary's first set of CD boxes are already paid for. Vinyl is merely a fond memory in the minds of her customers. Mind you, we're talking about *Madison*, not a vast metropolis like New York City or Los Angeles.

This same reticence applies to operating leagues. Listening to some operators talk, you'd think setting up a league was more difficult and time-consuming than calculating the U.S. census. They profess to not having the time, which translates as not having the willingness to put in any effort short of emptying the cashbox. Don't know how to get started? Hop on a plane to Wisconsin. I'm sure Mary would be happy to share a little of her expertise.

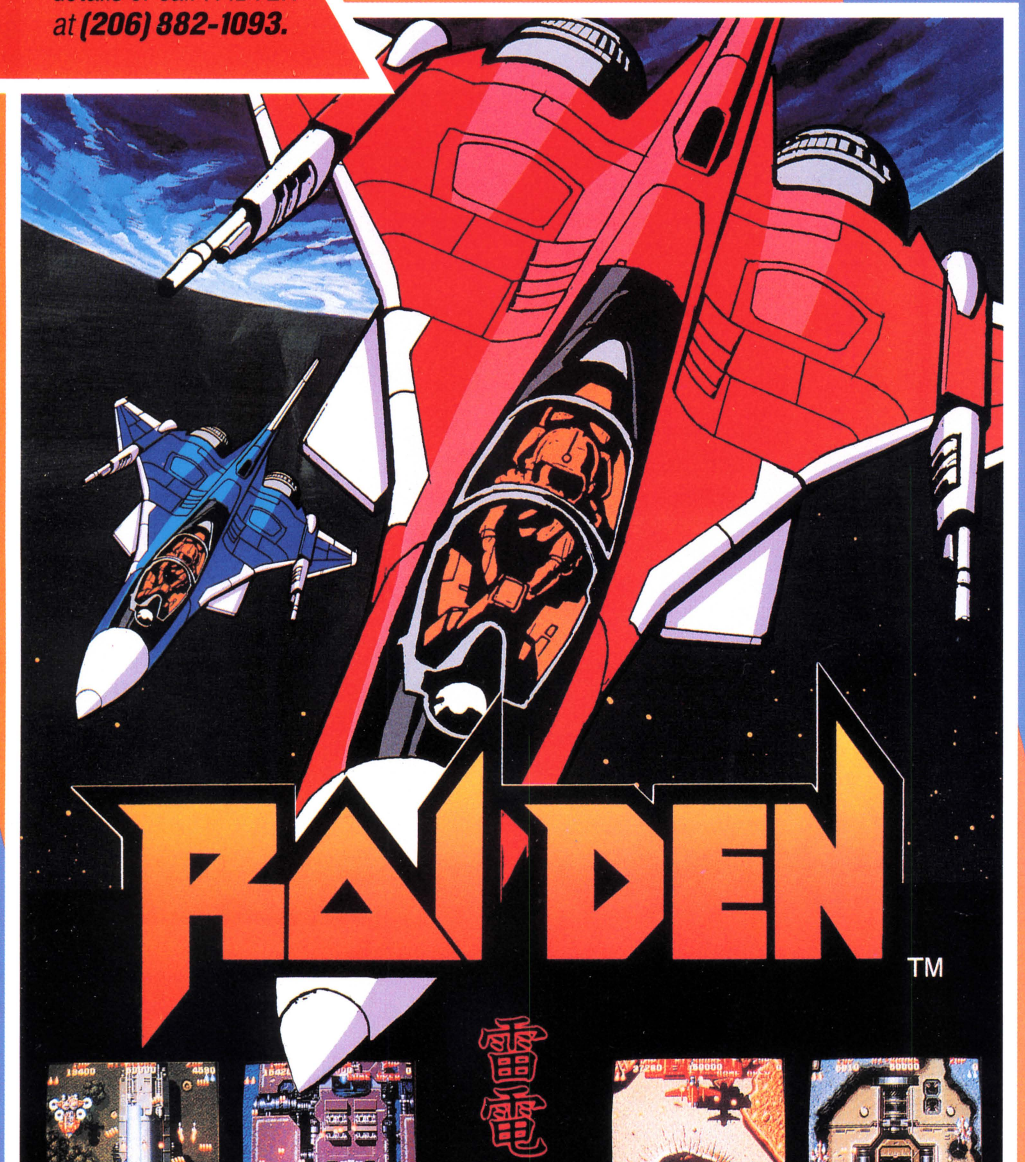
Believe me, I know how hard it is to break the cycle of "everydayness," to unshackle yourself from the chains of doing things like they've always been done (gee, sounds a bit like a Jesse Jackson speech). Take advantage of some non-video alternatives that are ripe for tapping. You might be pleasantly surprised. ☐

Christopher Caire

Christopher Caire
News Editor

The Future Rides On This Flight.

Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093.***



A flash of hope fills the sky as RAI DEN thunders into combat against the aliens. It's all or nothing in this exciting fight in flight for Earth's survival!

- ▲ *Challenging one or simultaneous two-player action*
- ▲ *Excitement builds through eight stages of combat to the final confrontation against the alien command battleship*
- ▲ *Hidden power-up items increase fighting power and arsenal with more bullets, lasers, missiles and bombs*
- ▲ *Intense graphics and special effects engage players in the action*
- ▲ *Second player buy-in at any time*
- ▲ *Game continuation mode*

Watch your earnings take off as RAI DEN flies into the final showdown.

FABTEK

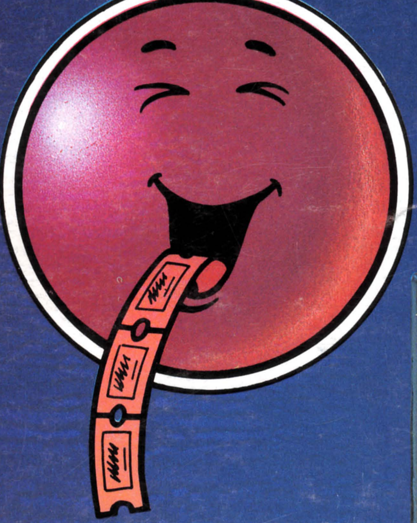
FABTEK®
8335 154th Avenue N.E.
Redmond, WA 98052

©1990 FABTEK

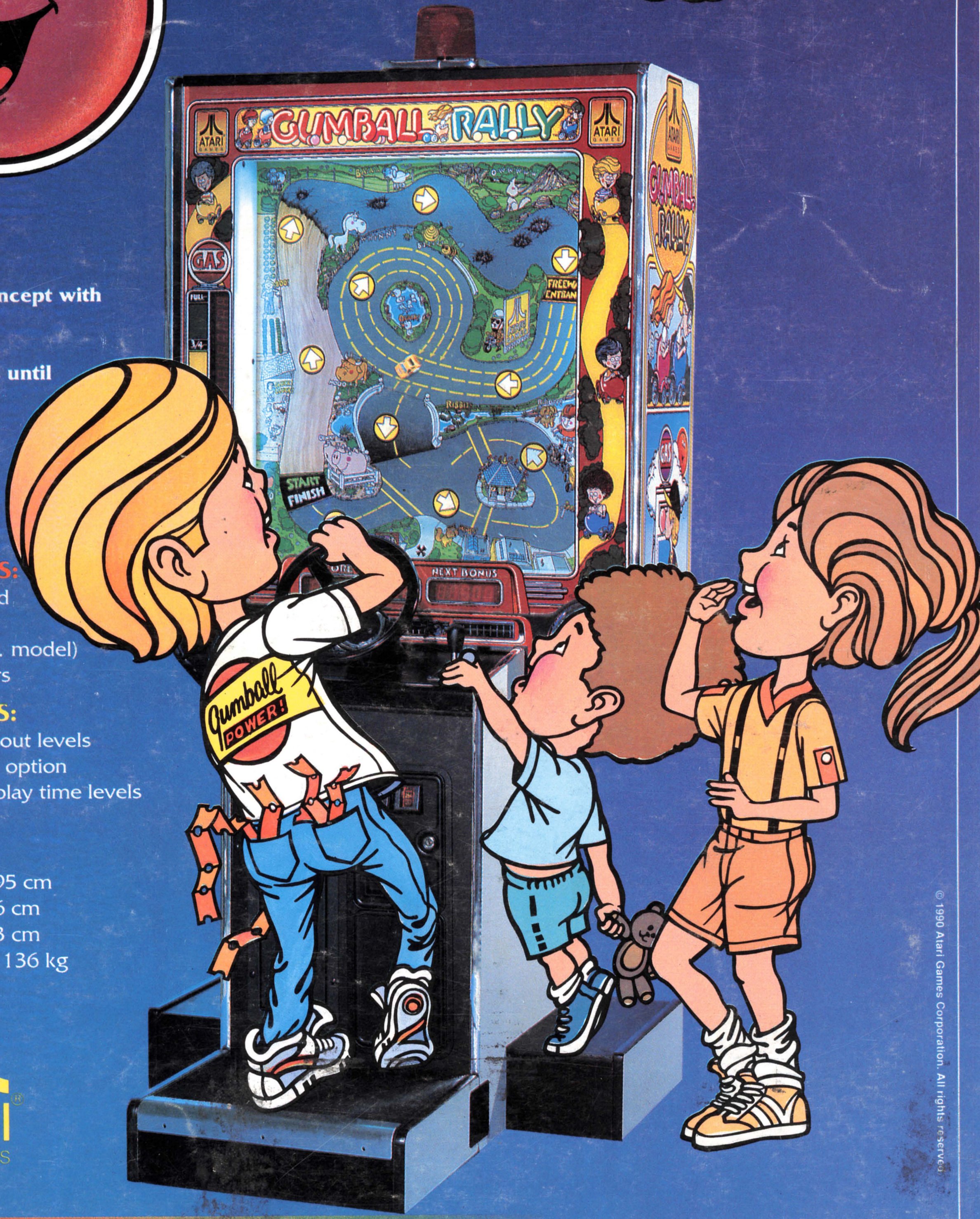
RAI DEN is licensed by FABTEK INC.
SEIBU KAIHATSU, INC. © 1990

ATARI
GAMES

GUMBALL RALLY™



- **Unique redemption concept with driving theme**
- **Appeals to all ages**
- **Drive over checkpoints until fuel runs out**
- **27 different character sounds & phrases**
- **Compact cabinet requires minimum floor space**


GUMBALL RALLY
ATARI
GAS
FULL
3/4
FREEWAY ENTRANCE
START
FINISH
NEXT BONUS
Gumball POWER!

STANDARD FEATURES:

- Attraction beacon and real horn
- Ticket dispenser (U.S. model)
- Step stool for toddlers

OPERATOR FEATURES:

- Adjustable ticket payout levels
- Ticket enable/disable option
- Adjustable fuel rate/play time levels
- Diagnostic self-test

DIMENSIONS:

Height:	77 in., 195 cm
Depth:	38 in., 96 cm
Width:	37 in., 93 cm
Weight:	300 lbs., 136 kg

ATARI®
GAMES

Drive away with a winner!

Atari Games Corporation • 675 Sycamore Drive
Milpitas, CA 95036-1110 • 408 • 434-3700

© 1990 Atari Games Corporation. All rights reserved.